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Introduction

An up-to-date and consistent web presence is an integral part of the College of Southern Maryland. Excluding the faculty who maintain their individual web pages, there are more than 80 distributed content owners across CSM who share the responsibility of maintaining more than 10,000 web pages. These content owners are, for the most part, not trained web designers or programmers and generally take on the responsibility of updating content in addition to their other regular duties. The increase in the number of HTML pages and documents on the CSM web site over time has introduced creation and maintenance issues. A content based management system helps in providing a structural layout for web content within CSM's web presence, enabling layout and branding consistency.

A web content management system (CMS) is a tool that helps streamline the creation, organization, and management of web content by separating the editable content from the layout of that content. This allows people without knowledge of HTML to create new pages and edit content without involving a web developer. In addition, it ensures that the look and feel of all CSM sites remain consistent, helping promote a positive user experience.

Open Text Web Solutions

The College of Southern Maryland has chosen Open Text Content Management Server as its content based management system. Open Text offers features such as document management, centralized management of content, decentralized content creation, separation of content and layout, link management, workflow management, integration of media, publishing interface to multiple servers, and user and access rights management.

This User Manual outlines CSM web page owner and editor responsibilities in regard to their web pages. It provides instruction on how to create, edit, and publish web pages and how to manage images and documents within the Open Text Content Management System.

College of Southern Maryland Web Page Owner Responsibilities

Goals and Objectives

The College of Southern Maryland web presence is an integral part of the College's communications system, providing information about the College, its mission and services, its faculty and students, and its events and programs to viewers worldwide. In accordance with its mission, the College encourages the use of the web by its students, faculty, and staff by offering services online and providing easy Internet access.

Page Owners

Before a web page is approved for linking from the institutional pages, the group represented must select an individual (called a page owner) who is responsible for maintaining its information. The page owners will be the contact for that group or department. Page Owners are responsible for creating and maintaining their information, receiving appropriate approvals for information to be posted, answering questions, and updating their information to ensure its accuracy.

Page owners are responsible for maintaining and updating their sites on a timely basis in coordination with the webmaster. **At minimum, to be linked to College of Southern Maryland institutional pages, sites must:**

- identify College of Southern Maryland on each site's homepage and provide a link back to the College of Southern Maryland home page;
- identify the department or organization unit publishing the page;
- provide contact information for the department or organizational unit, including postal address, phone numbers, and email address; and

These responsibilities apply to all constituent College of Southern Maryland sites, regardless of where they are housed. Sites bearing "under construction" notices will not be linked to College of Southern Maryland institutional pages.

Failure to maintain information in a timely manner may result in the removal of links to the group's pages from the institutional pages, and/or removal of the group's files from the College of Southern Maryland web server.

Access Privileges

Page Owners will assign web Page Editors and ensure they use approved templates, providing clear identification on each page of the source of information, contacts for more information, and links back to the department home page and CSM home page.

Page Owners will monitor access privileges to their portion of the CSM web site for page editing purposes to:

- Ensure all web Page Editors are trained in accordance with policies
- Request access for new page editors from the CSM webmaster, in accordance with security request procedures
- Inform the CSM webmaster when someone no longer needs access
- Responsible Computing

Groups or individuals are responsible for the information they publish. All College web pages must comply with the "Usage of Computing Resources Policies," PRE:1405. Information providers are expected to read and adhere to these policies. Sites failing to comply with these policies will be removed.

Web Site Monitoring

Monitor your web site by checking web pages periodically and when page editors make changes, to ensure information is up-to-date and links are working. Ensure the accuracy and credibility of your content as well as maintain layout continuity across your web site pages.

Review and Approval of Content

Updates to the CSM web site use a workflow and approval process. Be sure to adopt this process and use it to ensure your content, layout and flow of web pages is consistent with site procedures and guidelines.

Accessibility/Section 508/Americans with Disabilities Act

The College of Southern Maryland is committed to providing equal access to web-based information in accordance with Section 508 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. This ensures that College web pages will be readable by users with a wide range of disabilities. Web pages associated with administration and services, academic instruction, departmental programs, and College-sanctioned groups and activities should conform to the web accessibility principles. Page Owners are responsible for ensuring compliance with ADA requirements with assistance from the CSM webmaster. This can be accomplished by contacting the webmaster to obtain an understanding of web ADA requirements and gaining an understanding through training and instruction. It rests upon the page owner to ensure they request assistance with meeting ADA and Section 508 requirements.

Copyright Infringement

Do not place any materials owned by others, i.e., copyrighted works, on your web page(s) without the written expressed consent of the copyright owner. Assume materials you find on the web are copyrighted unless a disclaimer or waiver is expressly stated. You may include quotations of a few words provided you identify the author and the work from which the quotation is taken. Credit sources appropriately to avoid confusion with copyright and ownership.

Web Page Maintenance Plan Template

Adapt this template to meet the maintenance needs of your pages. This template can be downloaded from http://info.csmd.edu/cms.

Content-Based Tasks	Who Performs	Technical Tasks	Who Performs
Tasks to be performed as needed			
• Update news and events • Add new publications • Update contacts and organization information • Update other content as directed by site owner	Editor	• Coding as needed	CSM web development team
Tasks to be completed the first week of every month			
• Review spelling on technical terms • Review, update, and optimize old content • Add new content (and optimize) • Edit content • Check contacts listed on site (incl. Webmaster) to be sure they are still correct	Editor	• Fix HTML syntax & Section 508 issues; be sure standards are followed • Be sure special elements (scripts, multimedia, forms, etc.) work • Ask search engine specialist to reindex any major new sections of content	CSM web development team
Tasks to be completed every quarter			
• Update broken links • Review statistics to learn what pages are popular; update home page or features as needed, based on this info	Editor	• Review statistics for technical problems	CSM web development team
Tasks to be completed every 12 months			
• Review content on every Web page • Schedule reviews for technical content • Review special elements to decide if they are still necessary • Review major content sections to decide which are still necessary; decide if need new content sections	Owner & Editor	• Decide if redesign is necessary (from a technical standpoint) • Clean up directory (remove orphan files, etc.)	CSM web development team

Getting Started

Logging into CMS Server

1. Direct your browser to: https://cms.hawk.csmd.edu/.

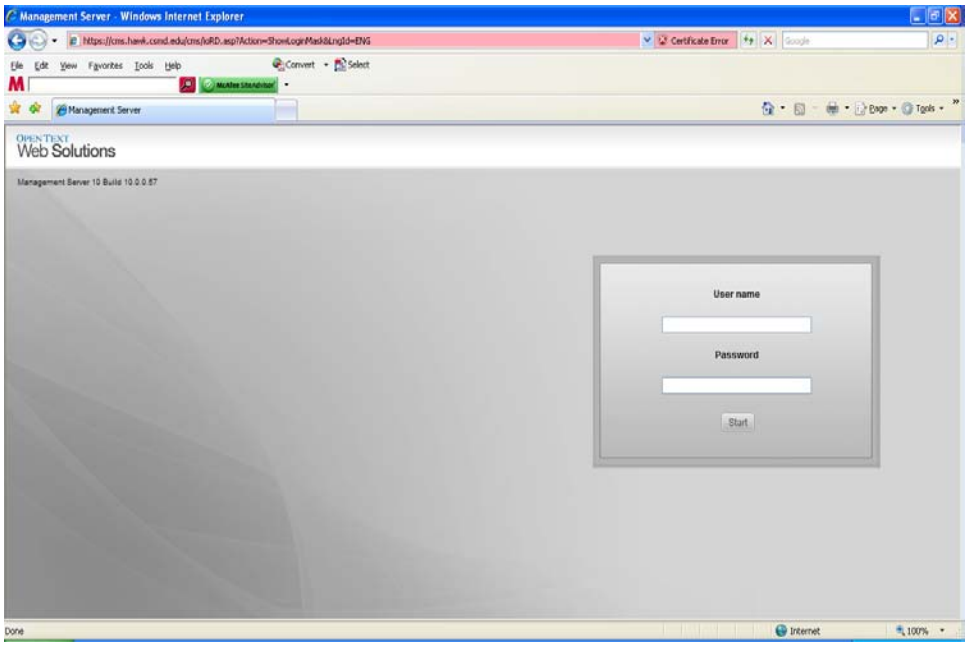


Figure 1: Open Text Web Solutions Login Page

2. Log in to the CMS using your network username and password.

Figure 2: Login fields

3. Once you have logged into the CMS Server, navigate to the top right most section and select the project named “CSMD” using the “Select Project” drop-down.

Figure 3: Choosing your project

When you log in for the first time, you will be not be able to view any of the options in the top most menu until you select the CSMD Project. The bottom left of the screen will indicate your username, project, and language.

Using Help

Find a link to Open Text Online Help in the top right corner of the interface.

Figure 4: Using Help

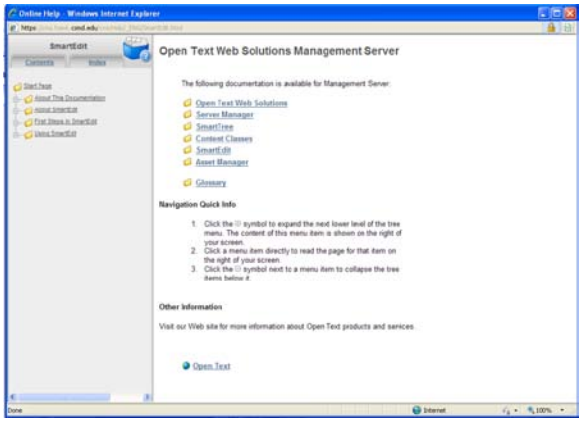


Figure 5: Open Text Online Help

You can find extensive information about the functionalities of the Open Text user interface here. However, you are unlikely to find the answer to a question that is specific to the CSM implementation. Please refer to this manual for answers to CSM specific questions.

Using OpenText

Top Menu

The top menu contains the main navigation menu tabs for the CMS Server. The tabs present in the Top Menu are:

Homepage: Links to the home page menu where you can configure your workspace.

SmartEdit: User interface where you can make changes to a web page.

Asset Manager: Provides an easy way of editing and managing digital files such as images and pdfs in the CMS.

Tasks: Tasks is another way of obtaining the options where you can perform the most common tasks.

Search: A search tool for navigating through the CMS system using various criteria.

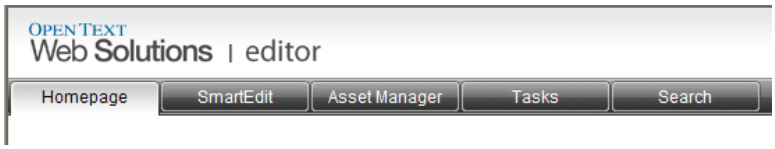


Figure 6: Top right menu

Homepage

Configuring the Homepage

The Homepage is a configurable dashboard where you can perform some of the most common tasks such as managing documents that have been changed and making edits to content in pages that have been through workflow. You have the ability to choose items that are relevant plus arrange the order in which they appear on their screen.

Your Homepage can be configured using the “Configure Homepage” button on the right hand side of the screen.

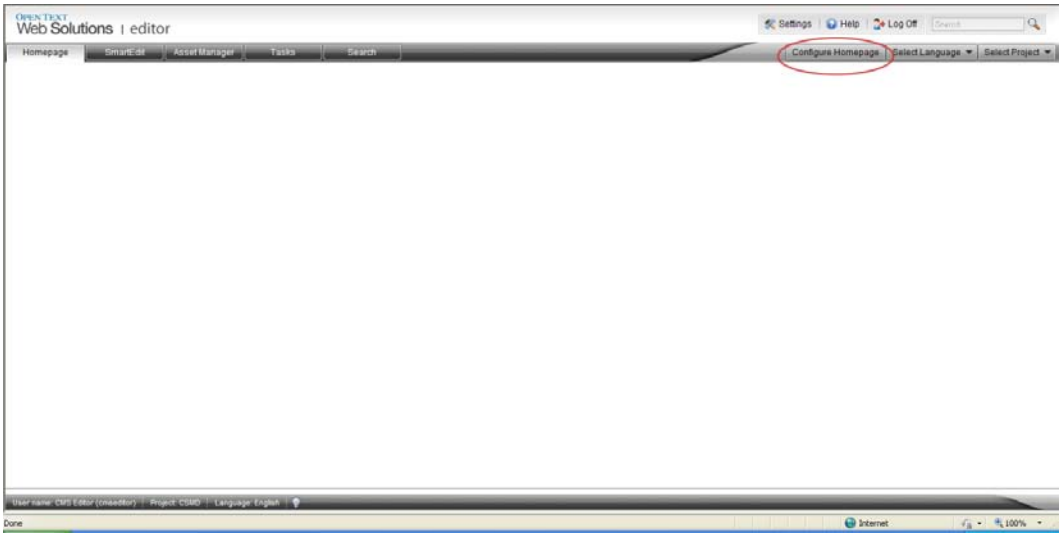


Figure 7: Configure homepage

Widgets

Widget boxes can be used to configure the Homepage according to your preferences. This is a drag and drop feature where you drag and drop the widgets that they would like to be displayed on the homepage.

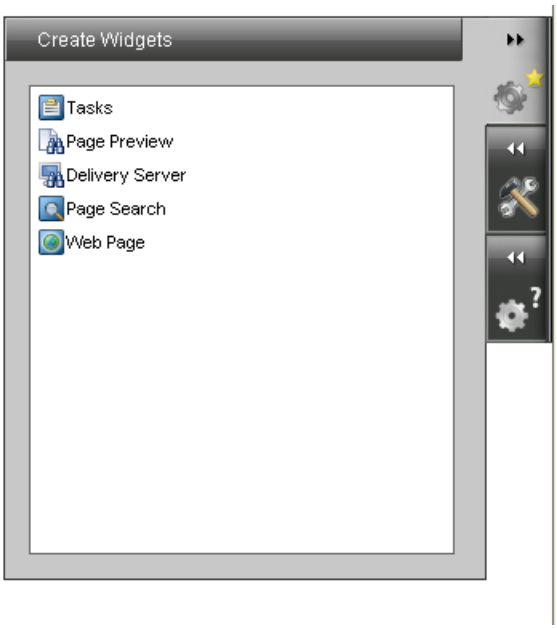


Figure 8: Create Widgets interface

The widget box consists of the following options:

Tasks: With the Tasks widget, you can view your tasks within the project. Drop the task box widget on the homepage and personalize it according to your preferences. Provide a title, description, and task type using the dropdown menu for the sections.

Page Preview: Use this option to obtain a preview of the pages in a particular project.

Delivery server: This option is similar to the “page preview” option where you can preview the pages in a project. This option is not available in our implementation.

Page Search: Search the system for web pages or content. (e.g.: Recently modified pages, my recently created pages, etc.)

Web Page: Similar to the “page preview” option where you can preview a particular page, but in this case you need to provide the URL of the page you would like to preview.

Edit Settings

You control the look and feel of the homepage using this option. The Edit Settings option allows you to change the number of columns on the homepage. You can also restore the homepage back to the default setting using this option.

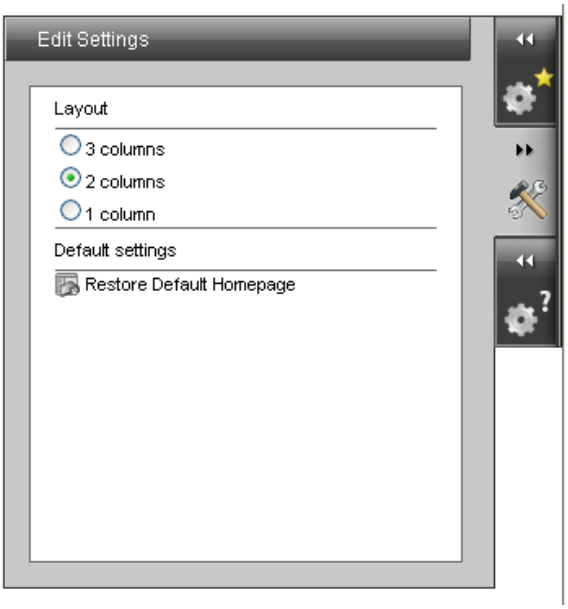


Figure 9: Edit Settings interface

Rearrange Widgets

The Rearrange Widgets panel contains the widgets that could not be automatically arranged within the Homepage when the layout was changed.

Figure 10: Rearrange Widgets interface

SmartEdit

SmartEdit is a What You See is What You Get (or WYSIWYG) interface. This means you can create and modify content while working in an environment that looks like your webpage.

Structural Area

The project's navigation structure is displayed in the structural area. When the user is in SmartEdit, a tree structure view of the website can be seen on the left. This provides the ability to navigate to the required page you are looking for.

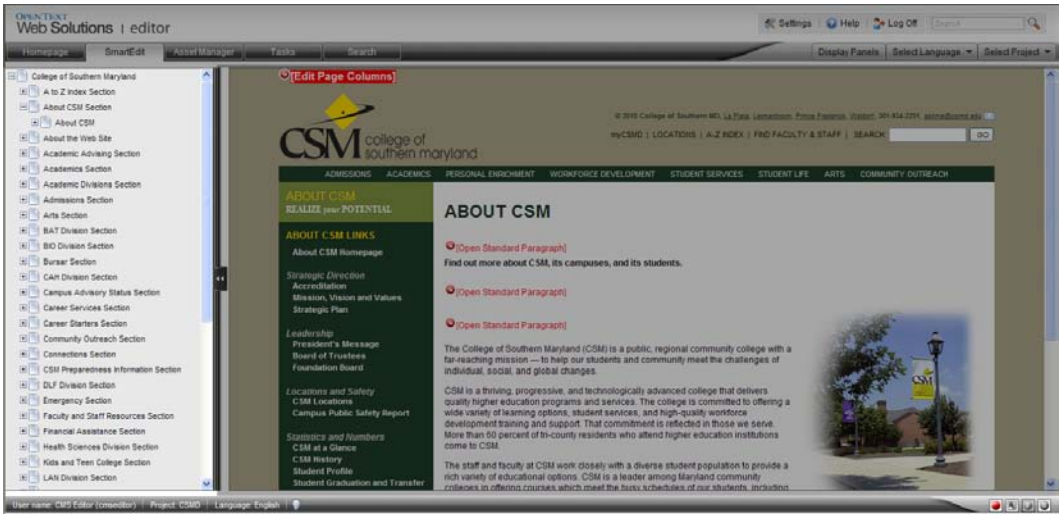

Web Solutions | editor
[Edit Page Columns]
ABOUT CSM
[Open Standard Paragraph]
Find out more about CSM, its campuses, and its students.

Figure 11: SmartEdit Structural Area

Editing Area

In SmartEdit, project pages are displayed in the editing area. The RedDots control access to certain portions of the site and allow access to elements that can be edited. Most RedDots are labeled with a function. The RedDots open items for editing, not the labels.

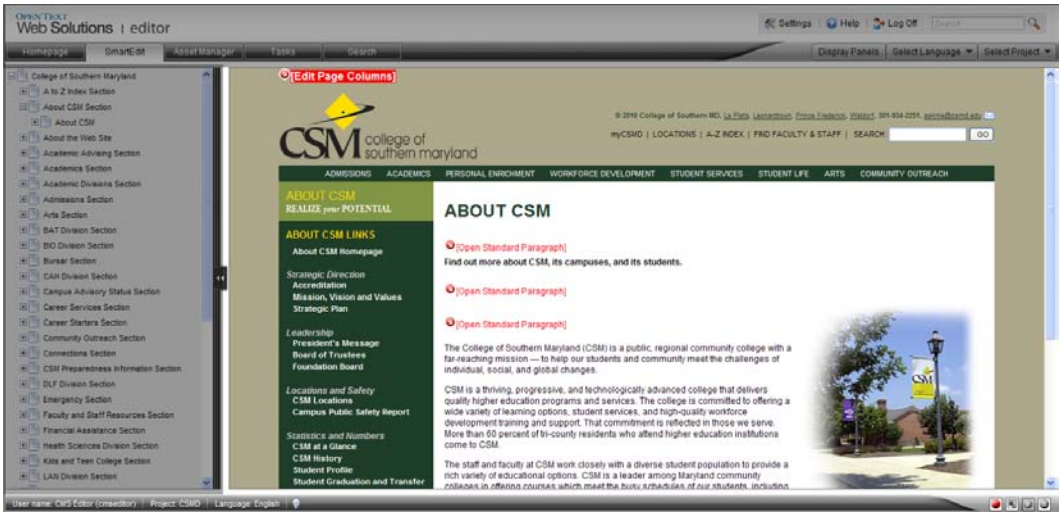

Web Solutions | editor
[Edit Page Columns]
ABOUT CSM
[Open Standard Paragraph]
Find out more about CSM, its campuses, and its students.

Figure 12: SmartEdit Editing Area

Asset Manager

The Asset Manager provides an easy way of editing and managing digital files in the CMS. Assets such as Images, PDF documents and media files are stored in Asset Manager. Click on the “Asset Manager” tab to view the Asset Folders present in your section. If you cannot view the folders click “Switch Folder” option (shown below) to view folders you have rights to. Presently there are two standard folders that are set up in the Asset Manager under each section - “images” and “pdf”. Assets should always be imported into their respective folders; images should be only imported to the “images” folder and pdf documents should only be imported into “pdf” folder.

Click the “images “or the “pdf” folder to view all the files present in these individual folders. Presently, there are two options to view the Assets in the CMS -- List View and Thumbnail View.

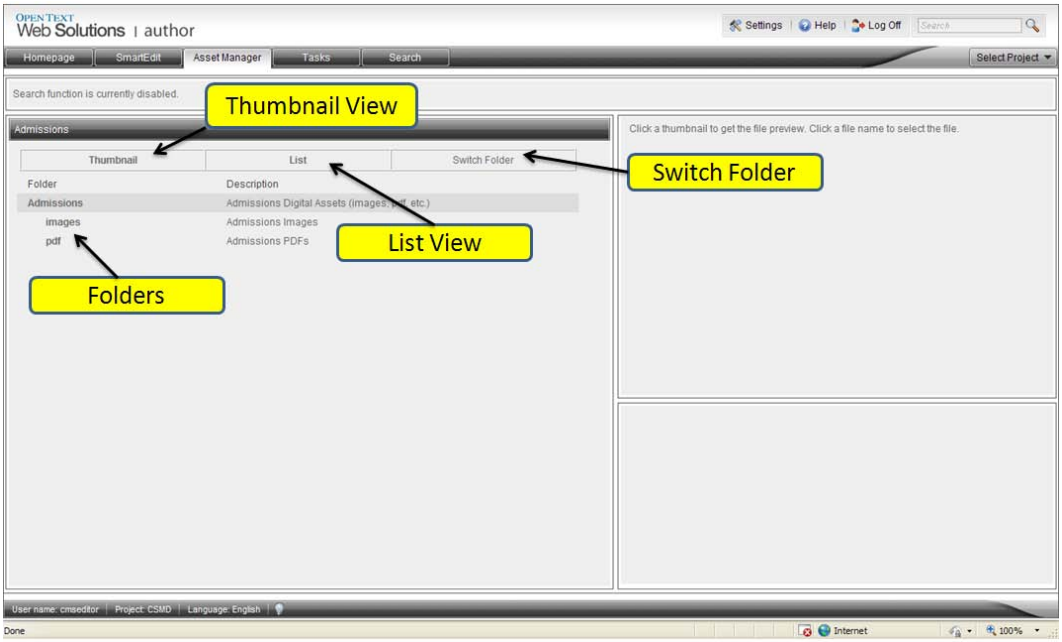


Figure 13: Asset Manager

Click the “List” view to provide a list of all the Assets.

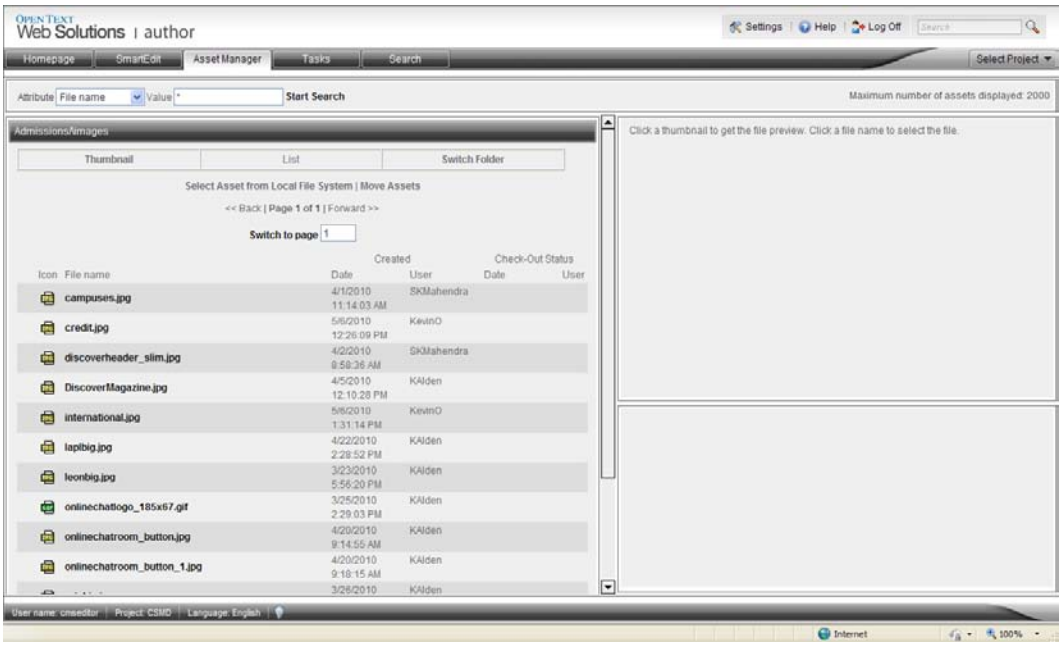

Web Solutions | author
Settings | Help | Log Off
Homepage | SmartEdit | Asset Manager | Tasks | Search
Select Project
Attribute File name Value * Start Search
Maximum number of assets displayed: 2000
Admissions/Images
Thumbnail | List | Switch Folder
Select Asset from Local File System | Move Assets
<< Back | Page 1 of 1 | Forward >>
Switch to page 1
Icon File name Created Date User Check-Out Status Date User
campuses.jpg 4/1/2010 11:14:03 AM SKMahendra
credit.jpg 5/6/2010 12:26:09 PM KevinO
discoverheader_slim.jpg 4/2/2010 8:58:36 AM SKMahendra
DiscoverMagazine.jpg 4/5/2010 12:10:28 PM KAlden
international.jpg 5/6/2010 1:31:14 PM KevinO
lapibig.jpg 4/22/2010 2:28:52 PM KAlden
leonbig.jpg 3/23/2010 5:56:20 PM KAlden
onlinechatlogo_185x67.gif 3/25/2010 2:29:03 PM KAlden
onlinechatroom_button.jpg 4/20/2010 9:14:55 AM KAlden
onlinechatroom_button_1.jpg 4/20/2010 9:18:15 AM KAlden
Click a thumbnail to get the file preview. Click a file name to select the file.
User name: cmseditor | Project: CSMD | Language: English
Internet 100%

Figure 14: List View of Assets

Click “Thumbnail” to view thumbnails of the assets.

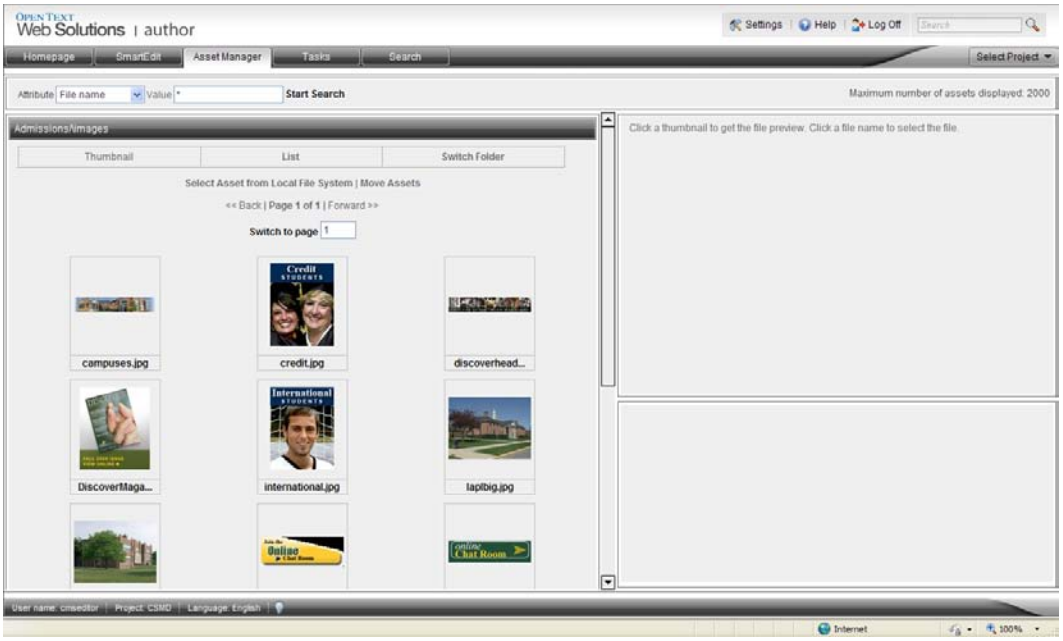

Web Solutions | author
Settings | Help | Log Off
Homepage | SmartEdit | Asset Manager | Tasks | Search
Select Project
Attribute File name Value * Start Search
Maximum number of assets displayed: 2000
Admissions/Images
Thumbnail | List | Switch Folder
Select Asset from Local File System | Move Assets
<< Back | Page 1 of 1 | Forward >>
Switch to page 1
campuses.jpg
credit.jpg
discoverhead...
DiscoverMaga...
international.jpg
lapibig.jpg
Click a thumbnail to get the file preview. Click a file name to select the file.
User name: cmseditor | Project: CSMD | Language: English
Internet 100%

Figure 15: Thumbnail View of Assets

Tasks

The Tasks section is another way to obtain frequently used options to perform common tasks. From the Task tab, you can see pages saved as draft, pages in your workflow, pages waiting for correction and submittal, and pages waiting for release.

Figure 16: Tasks interface

Search

The Search function allows you to search for specific pages in the project. You also have the ability to create custom saved searches for future use. Such custom searches could include a subsection of your site.

To create a search, click on “Search” in the task bar then “Edit Search”.

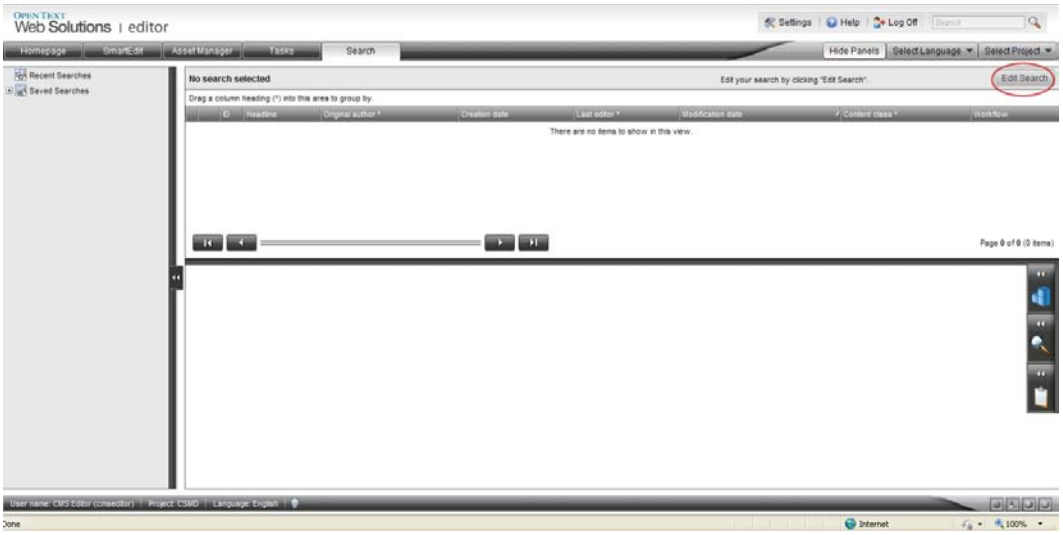


Figure 17: Editing a search

You can search by different criteria (Headline, Content, Page ID, Content class, Creation date, Modification date, Original author, Last editor, keyword, Special pages) and include more than one criterion in your search.

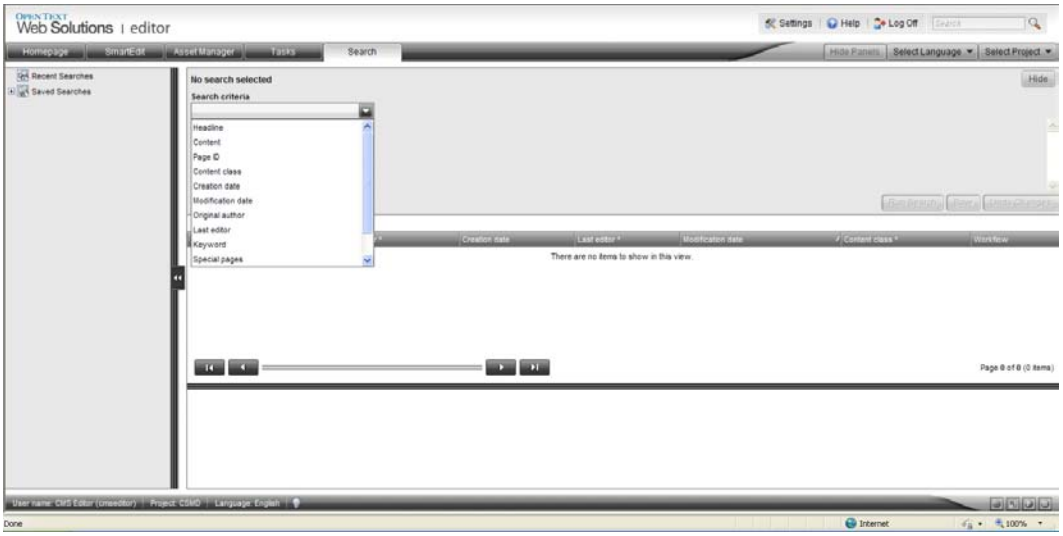


Figure 18: Choosing criteria

Click on the red X next to a criterion to delete it from your search.

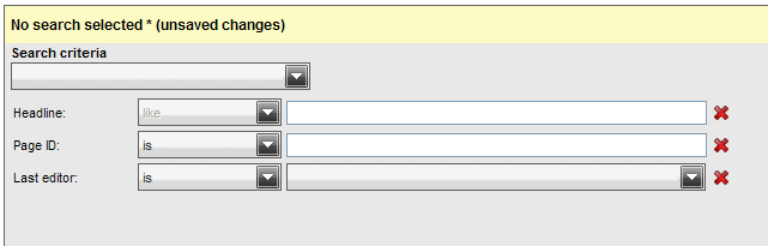


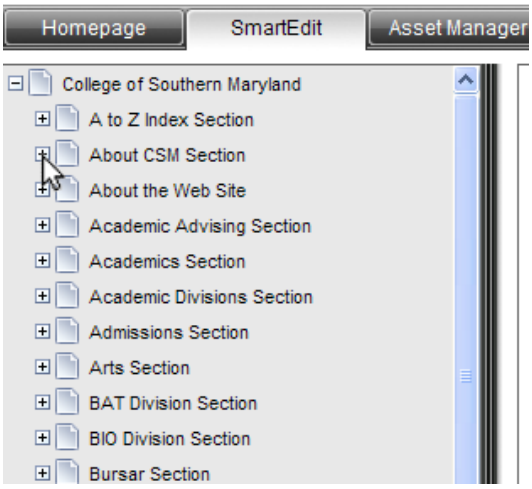
Figure 19: Search criteria

Adding New Content

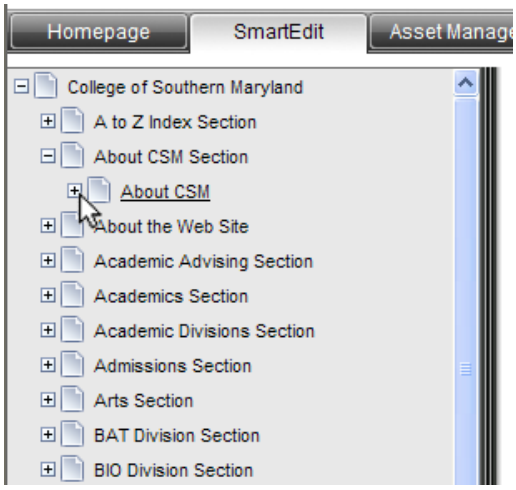
Finding your page

The first step in adding content to your section is to find the page that you want to add content to. Pages are created by the CSM webmaster and will be either linked in your lefthand navigation or freestanding to be linked elsewhere. If you know where your page is, you can navigate to it in SmartEdit.

1. Click on SmartEdit. In the lefthand file menu, find your section. Expand your section by clicking on the + sign in front of your section name. Click on the first link under that and the first page of your section will appear in the editing area where you can navigate to other parts of your section.



Click on the + sign next to your section



Then click on the first link that appears

Adding content to a Web Page

Creating a content section in the middle column

1. Once you've found your page in SmartEdit, click on the Edit Page Columns RedDot on the top left hand side of your screen. This opens the page for editing.

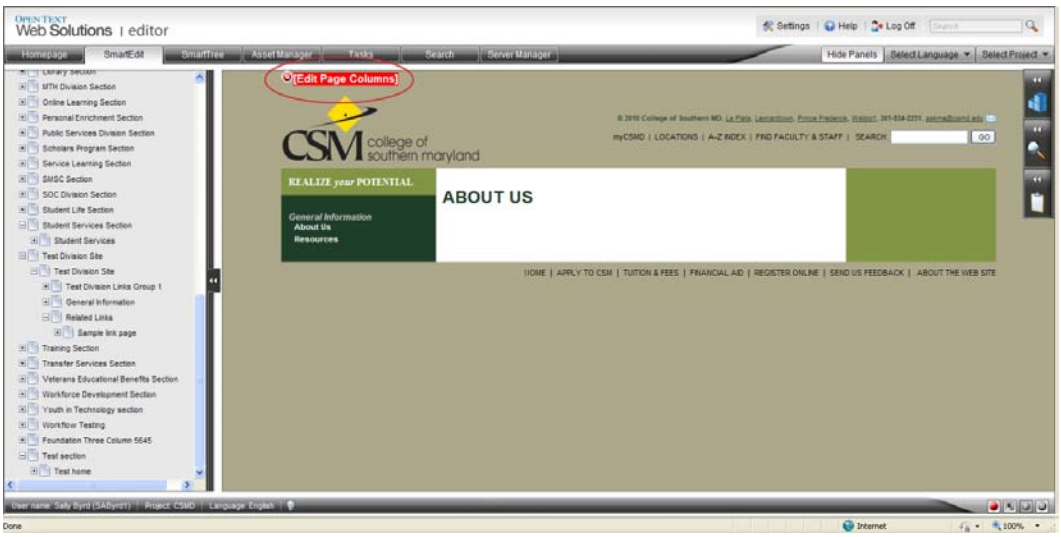


Figure 20: Adding content with SmartEdit

When you click on the Edit Page Columns RedDot , your edit columns RedDots appear.

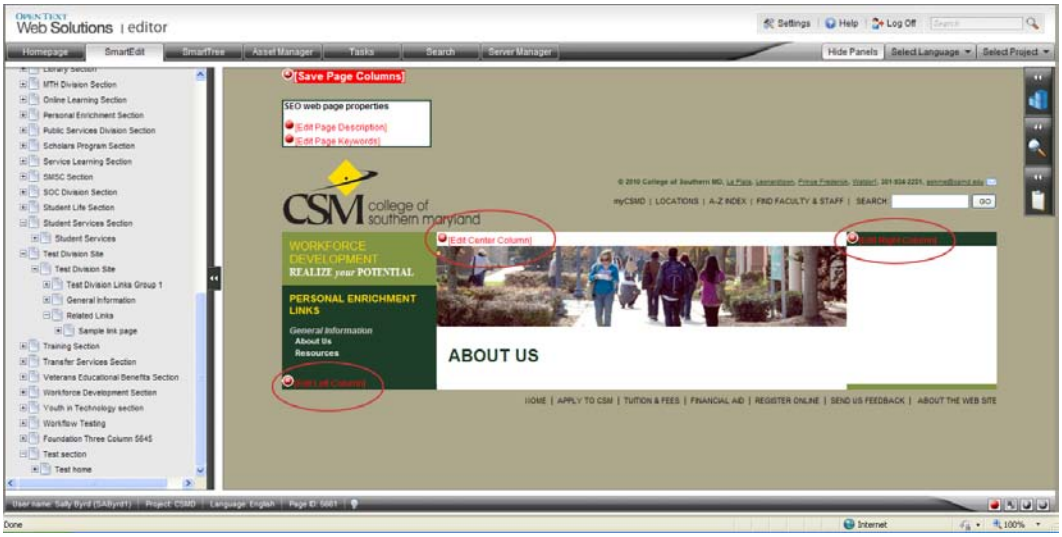


Figure 21: Edit columns RedDots – three column

If the page is a 3-Column template design, then it is divided into three columns labeled with Edit Left Column, Edit Center Column and Edit Right Column. And in the case of a 2-Column template design the page is divided into only two columns named Edit Left Column and Edit Right Column.

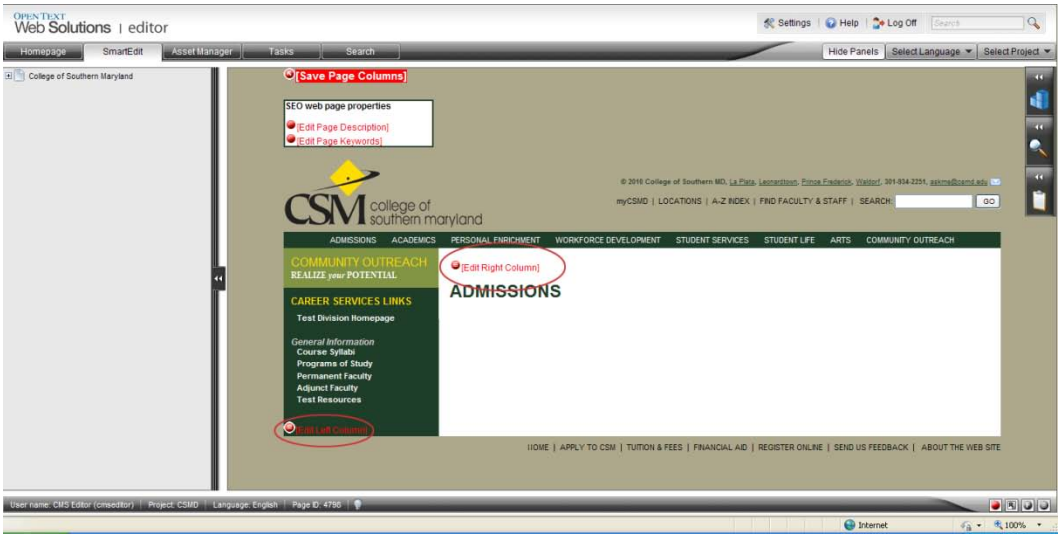


Figure 22: Edit columns RedDots – two column

Content can be added to these sections by clicking on their respective RedDots.

3-Column Template

2-Column Template

2. Click on the Edit Center Column RedDot . The following screen appears.

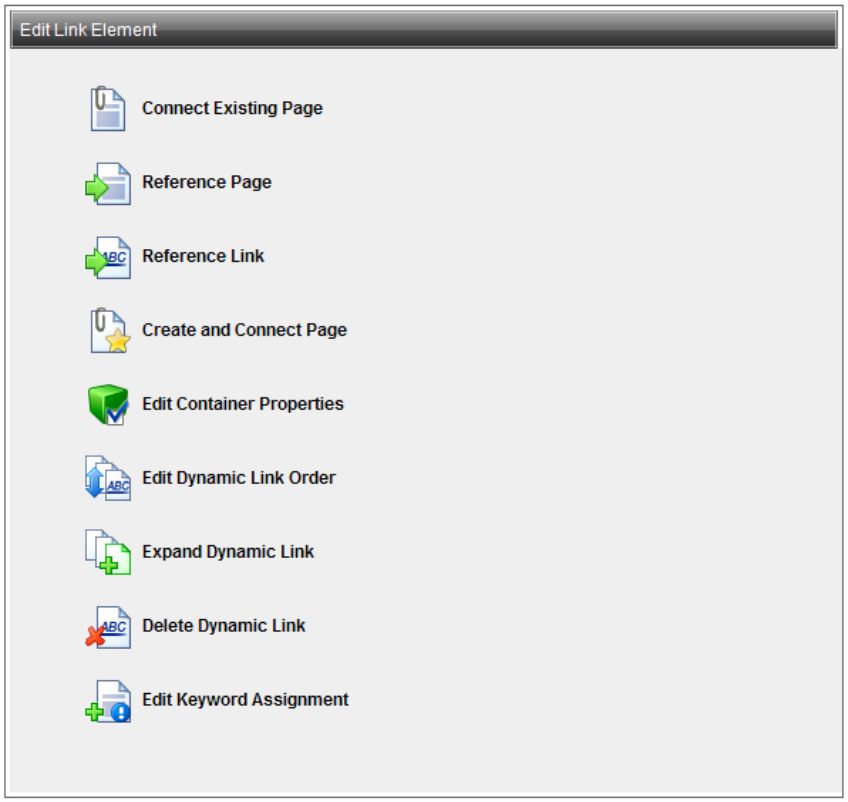
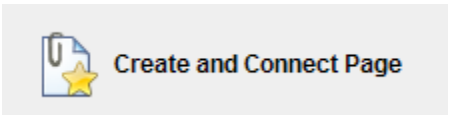
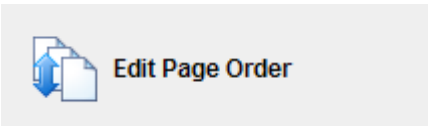
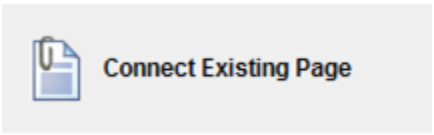
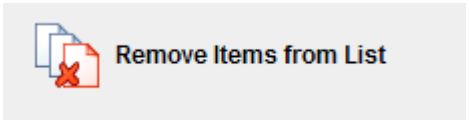


Figure 23: Edit link element interface

Create and Connect Page Allows you to connect to the Content Classes that are available for your section.	
Edit Page Order Used to rearrange the Content Classes in the page to obtain a layout similar to the present live web page.	
Connect Existing Page Allows you to connect to an existing page in the CMS system. This option provides search criteria where you can search for a specific page in the CMS. Any of the search features such as Content, Headline, Page ID, Content Class, Creation Date etc can be used to lookup pages in the CMS.	
Remove Items from List Allow you to remove the items/ content sections present in a page.	

3. Click Create and Connect Page.

The List of Content Classes shows the content class types that are available for the section you are editing. See the Content Class Appendix for more information on content classes.

4. Choose the type of content class you'd like to add to your page.

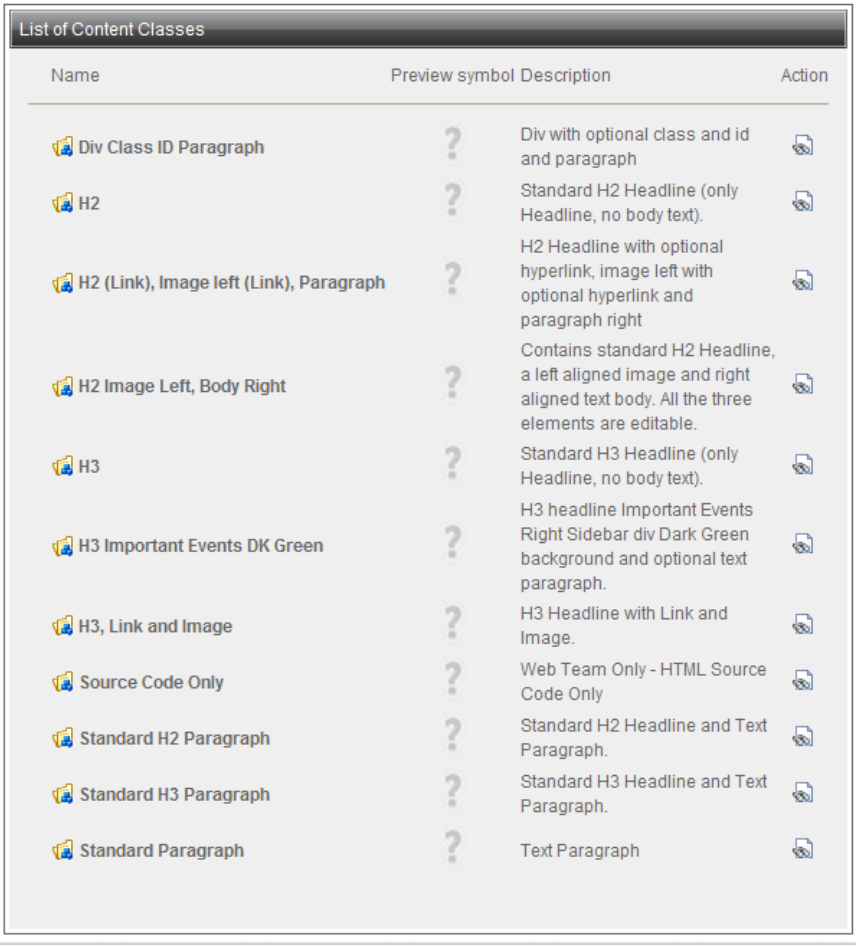

List of Content Classes
Name
Preview symbol
Description
Action
Div Class ID Paragraph
Div with optional class and id and paragraph
H2
Standard H2 Headline (only Headline, no body text).
H2 (Link), Image left (Link), Paragraph
H2 Headline with optional hyperlink, image left with optional hyperlink and paragraph right
H2 Image Left, Body Right
Contains standard H2 Headline, a left aligned image and right aligned text body. All the three elements are editable.
H3
Standard H3 Headline (only Headline, no body text).
H3 Important Events DK Green
H3 headline Important Events Right Sidebar div Dark Green background and optional text paragraph.
H3, Link and Image
H3 Headline with Link and Image.
Source Code Only
Web Team Only - HTML Source Code Only
Standard H2 Paragraph
Standard H2 Headline and Text Paragraph.
Standard H3 Paragraph
Standard H3 Headline and Text Paragraph.
Standard Paragraph
Text Paragraph

Figure 24: List of content classes available for center column

5. Edit your headline to be informative about the type of content you intend to enter.

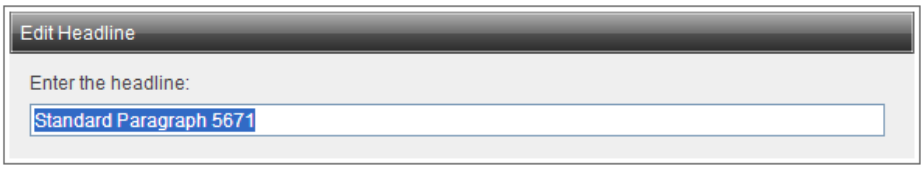


Figure 25: Default title of page

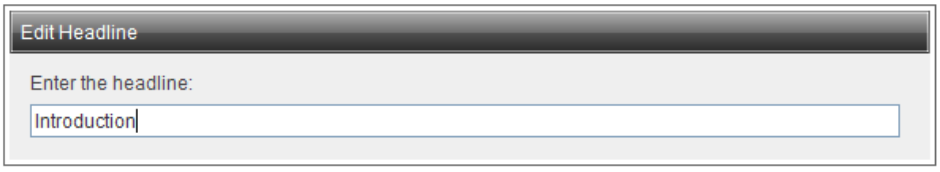


Figure 26: Edit title

6. Now your page is created and you can enter content.

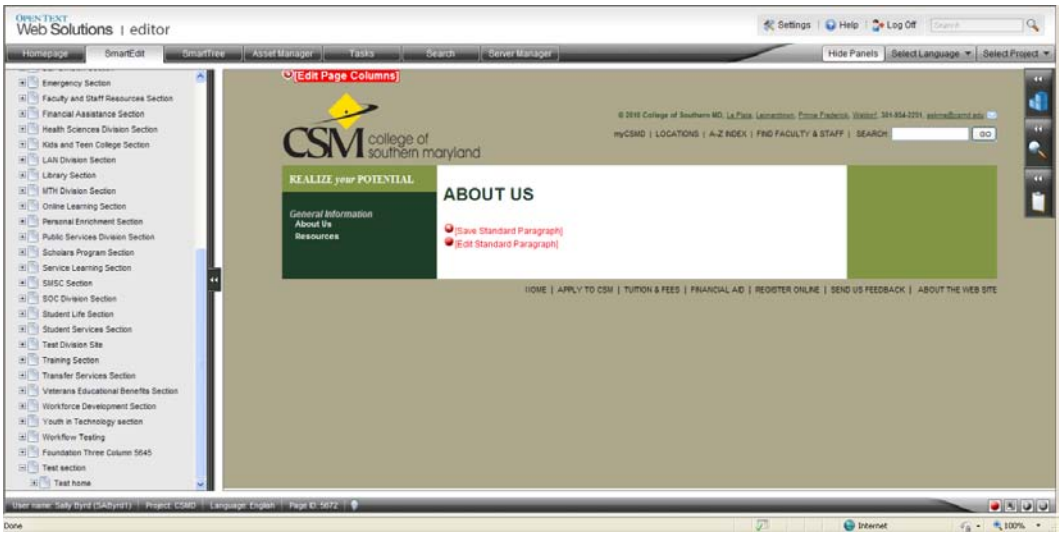


Figure 27: Page with created page section

Creating a section in the right column

1. Click the Edit Right Column RedDot to create a page in the right column.

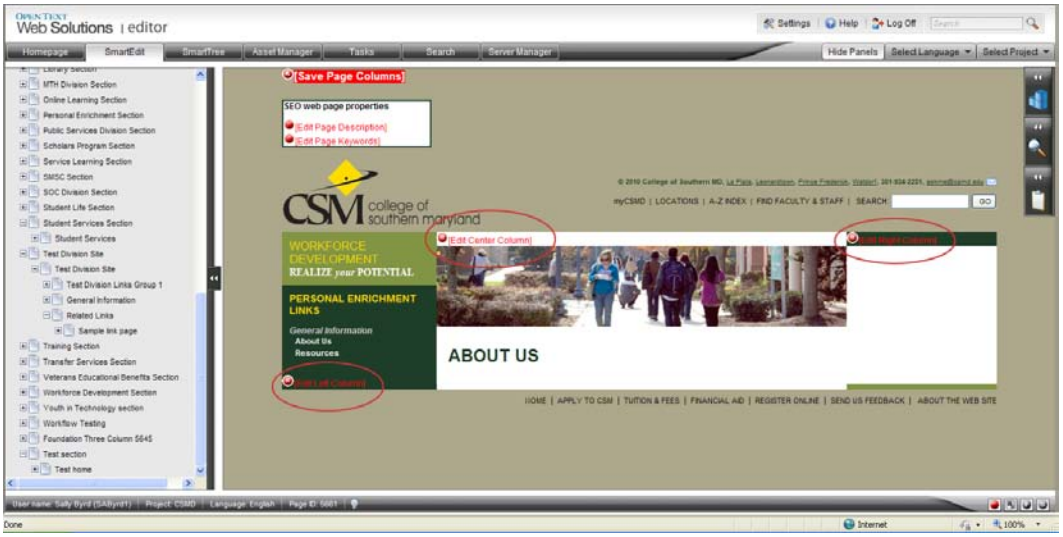


Figure 28: Edit page columns RedDots

2. Choose a content class from the list of content classes screen. Notice that these content classes are not the same as the ones available for the middle column. Content classes are defined for each area of the page. Samples of each content class are provided in the appendix.

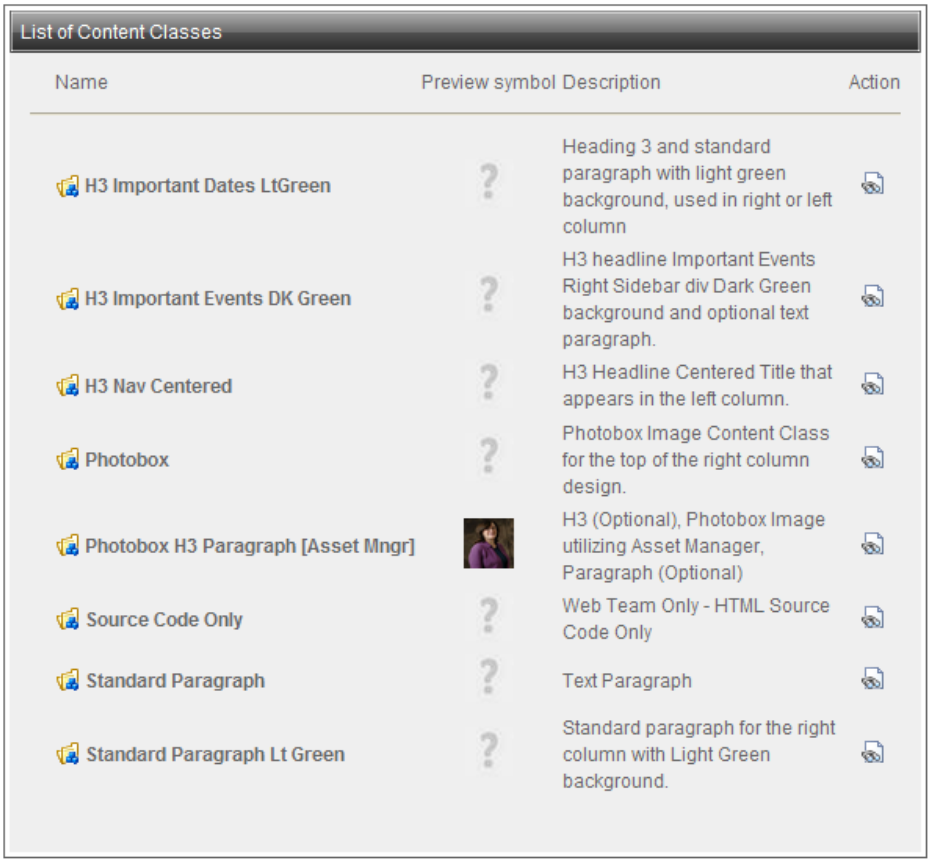

List of Content Classes
Name
Preview symbol
Description
Action
H3 Important Dates LtGreen
Heading 3 and standard paragraph with light green background, used in right or left column
H3 Important Events DK Green
H3 headline Important Events Right Sidebar div Dark Green background and optional text paragraph.
H3 Nav Centered
H3 Headline Centered Title that appears in the left column.
Photobox
Photobox Image Content Class for the top of the right column design.
Photobox H3 Paragraph [Asset Mngr]
H3 (Optional), Photobox Image utilizing Asset Manager, Paragraph (Optional)
Source Code Only
Web Team Only - HTML Source Code Only
Standard Paragraph
Text Paragraph
Standard Paragraph Lt Green
Standard paragraph for the right column with Light Green background.

Figure 29: Content classes available for right column

3. As before, label your page meaningfully.

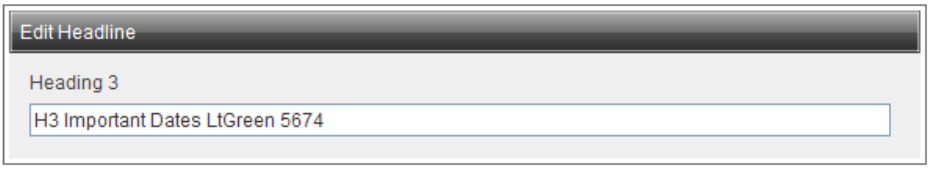


Figure 30: Default headline for page

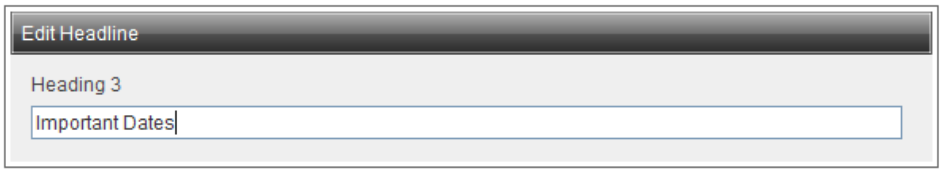


Figure 31: Edit the headline

4. Page is inserted in the right column and is ready for editing.

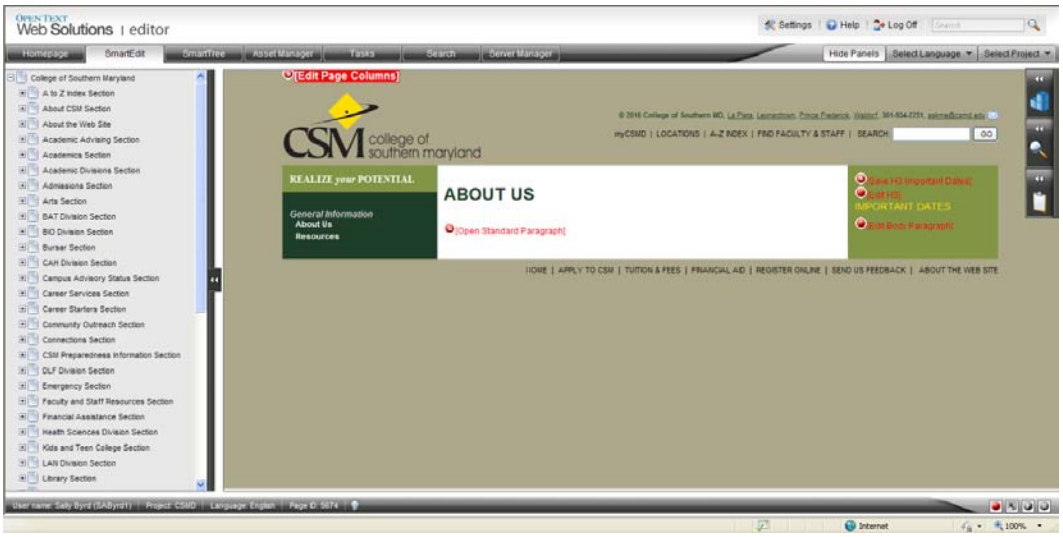


Figure 32: Right column with page to edit

Using the Page Menu

The Page Menu is the menu on the right hand side of the screen that is visible on the page when in the SmartEdit mode. Click on Display Panels to show the panels. This Menu is only visible when in edit mode for a page.

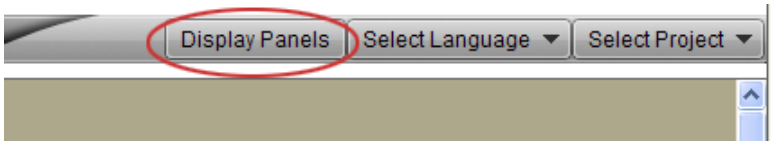


Figure 33: Display Panels

Page Menu options

Content Class Button: Provides a list of content classes that are present in the system and the content classes within those folders. Allows for selection of the content classes that you would like to include on the page.	
Page Search: Option to search through the “Recently Created Pages” or “Recently Modified Pages”.	
Clipboard: Used to place the page in the clipboard so that it can be used elsewhere in the CMS.	

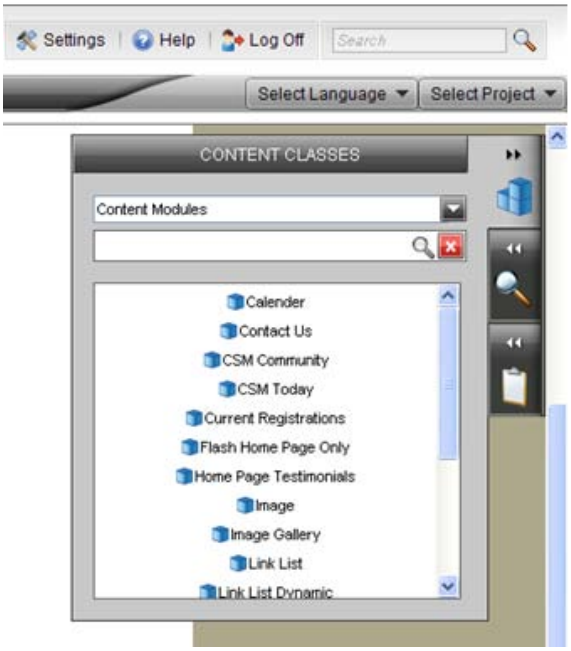


Figure 34: Content Classes Page Menu Option

You can also Create and Connect pages by dragging a content class from the Content Modules Page Menu to the Edit Column RedDot .

Figure 35: Insert pages by dragging content class

How to use the Clipboard

The clipboard can be used to link to pages in other sections of the CMS using the drop and drag feature explained below.

1. Find and the section you would like to copy. Right-click on the Edit RedDot and select Create Shortcut in Clipboard.

Figure 36: Creating a shortcut in the clipboard

2. After placing the page in the clipboard, navigate to the web page into which you would like to insert the page.
3. Open the Clipboard and drag and drop the shortcut onto the Edit Column RedDot that you'd like to add it to.

Figure 37: Linking to shortcut in clipboard

Entering Content

After your page sections have been created, you are ready to enter your content.

1. Click on the Open Page RedDot of the section you'd like to add content to and then click on the Edit RedDot. This launches the Text Editor.

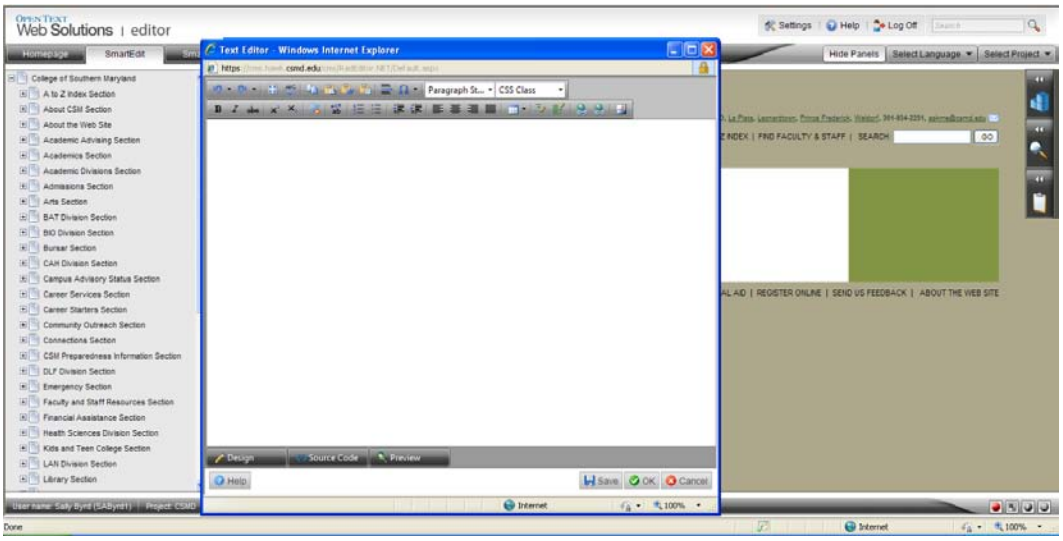


Figure 38: Text Editor

2. Enter your content here and click ok to save and close the text editor. Clicking Save will save but not quit out of text editor.

You can also directly edit on the page by pressing the CTRL key on the keyboard while clicking the Edit RedDot. After editing, click the Save Element RedDot to save your changes. Refer to the Keyboard Shortcuts job aid for guidance on using DirectEdit.

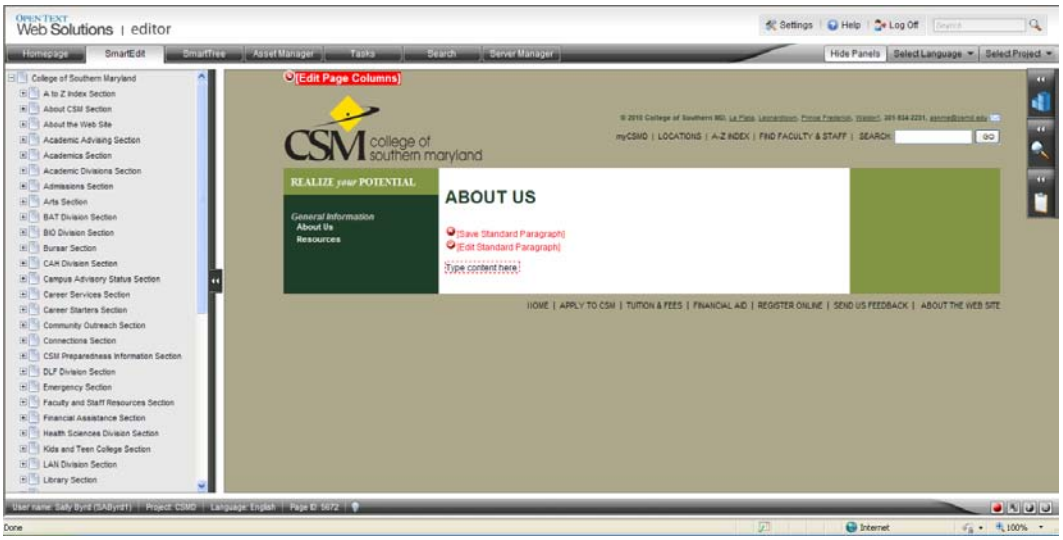


Figure 39: Edit directly in SmartEdit by pressing CTRL and clicking on the Edit RedDot

Reorder pages

After creating your pages, edit the order you'd like them to appear on the page. Click the Edit Column RedDot then Edit Page Order. Select the page you'd like to move and use the up and down arrows to reorder.

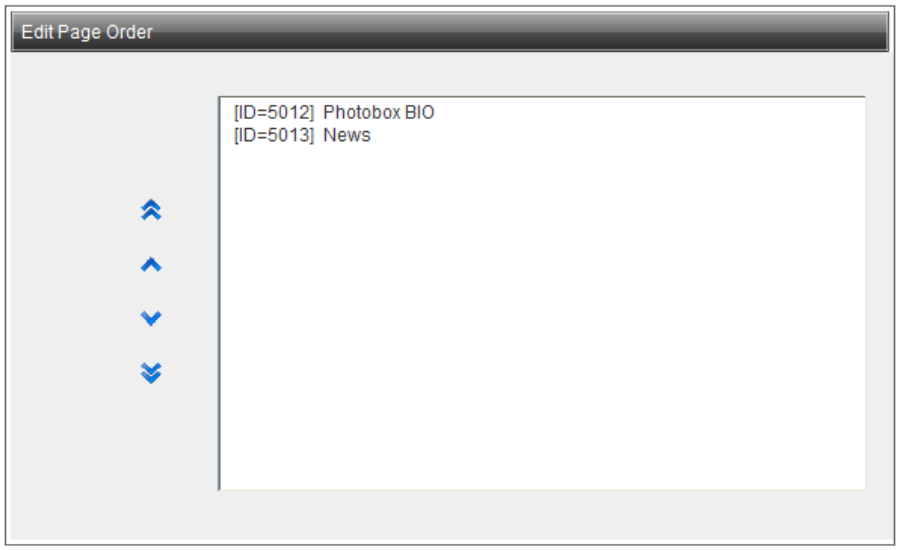


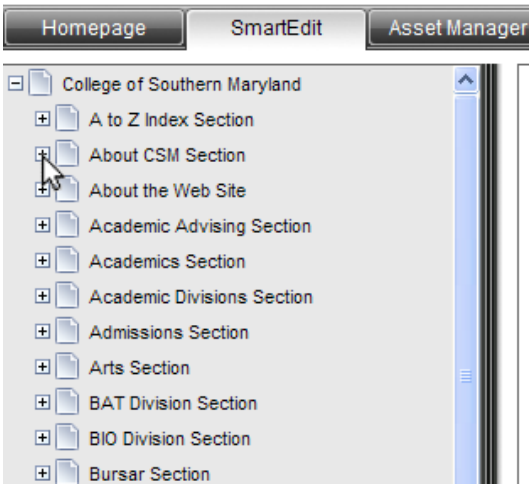
Figure 40: Edit page order interface

Editing Content

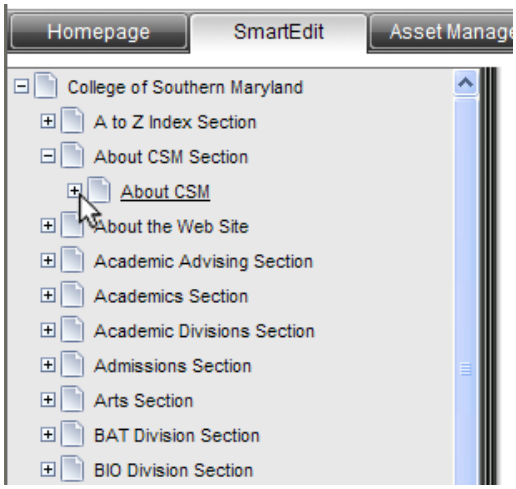
The first step in adding content to your section is to find the page that you want to add content to. There are three ways to do this: navigate to the page through SmartEdit, use the Search function to find the page, or select the page from your tasks.

Navigate to page through SmartEdit

In the lefthand file menu in SmartEdit, find your section. Expand your section by clicking on the + sign in front of your section name. Click on the first link under that and the first page of your section will appear in the editing area where you can navigate to other parts of your section.



Click on the + sign next to your section



Then click on the first link that appears

Find the page through Search

OpenText's search feature allows you to find CSM pages that have been created in OpenText. You can search by different criteria, such as the page headline, selected words from the body text, or the page ID.

1. Click on the Search tab and configure your search. Once you have defined your search criteria, click "Run Search."

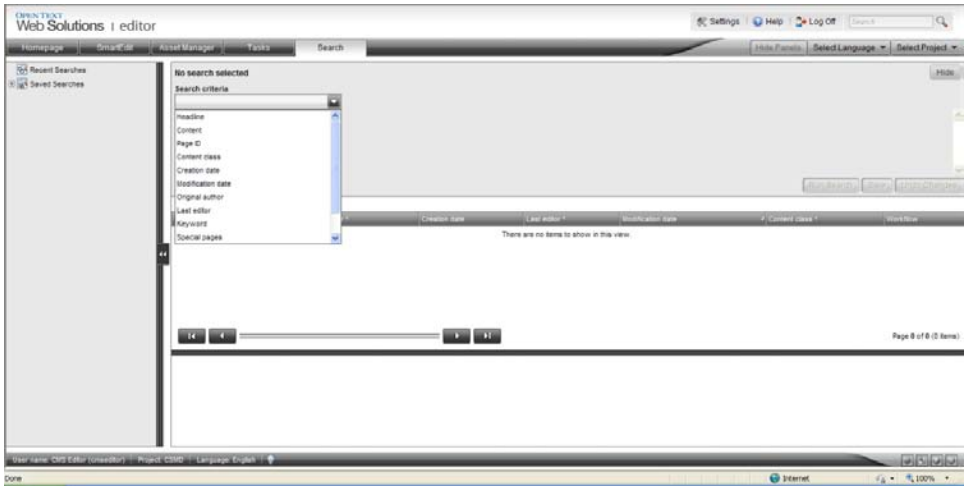


Figure 41: Search interface

2. Click on your results to display the page underneath the search.

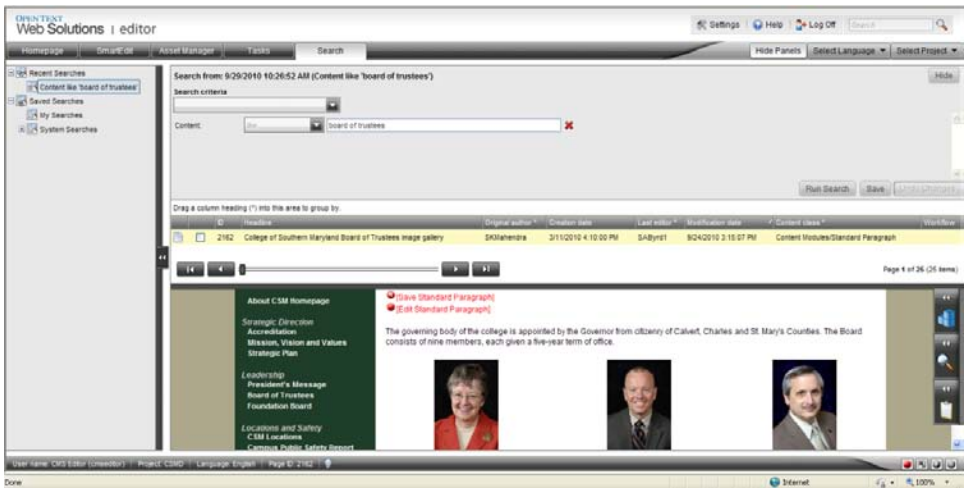


Figure 42: Search results

Select page from your tasks

If the page is something you've saved as a draft, you can access it through your tasks.

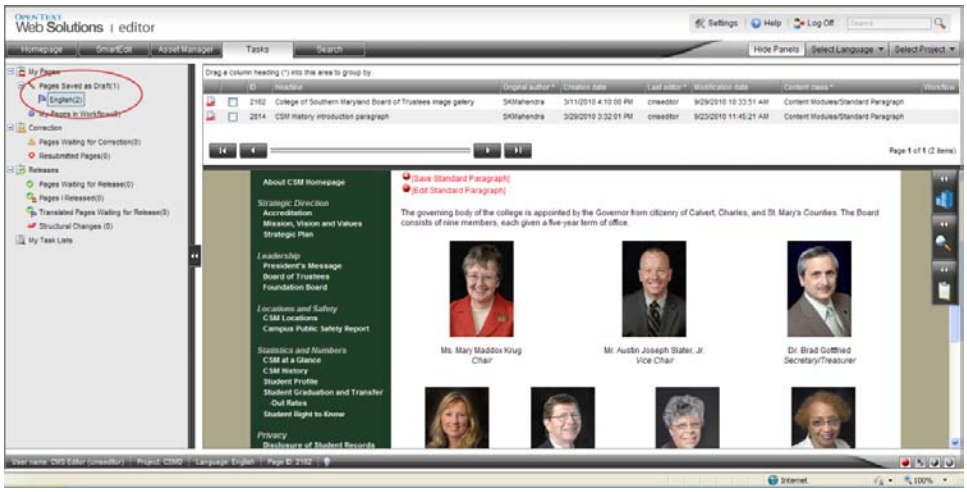


Figure 43: Tasks interface

Editing content

1. Once you have found the page you need to edit, click on the Open Page RedDot then click onthe Edit RedDot to launch the text editor.

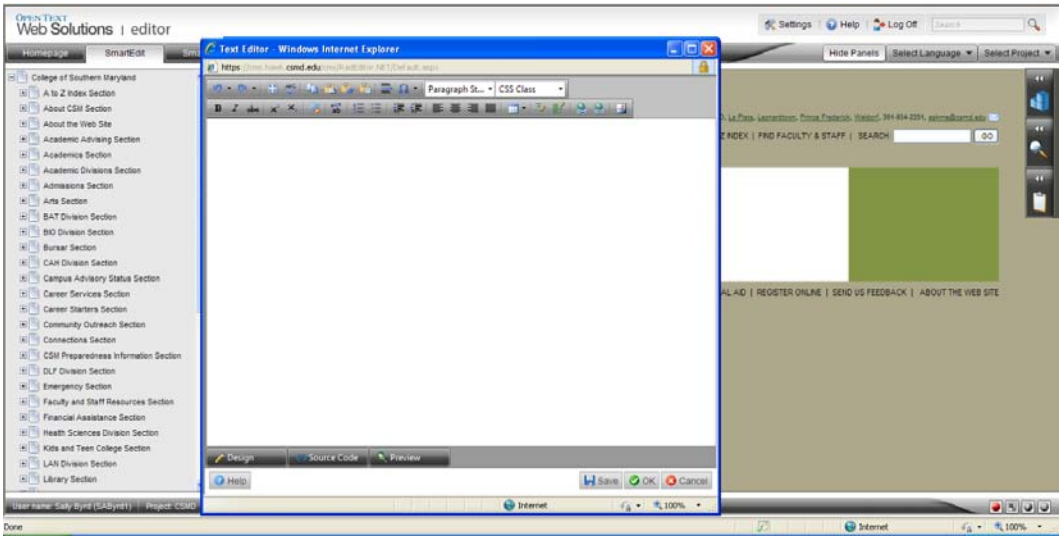


Figure 44: Text editor

2. Enter your content here and click ok to save and close the text editor. Clicking Save will save but not quit out of the text editor.

You can also directly edit on the page by pressing the CTRL key on the keyboard while clicking the Edit RedDot. Click the Save Element RedDot to save your changes. Refer to the Keyboard Shortcuts job aid for guidance on using DirectEdit.

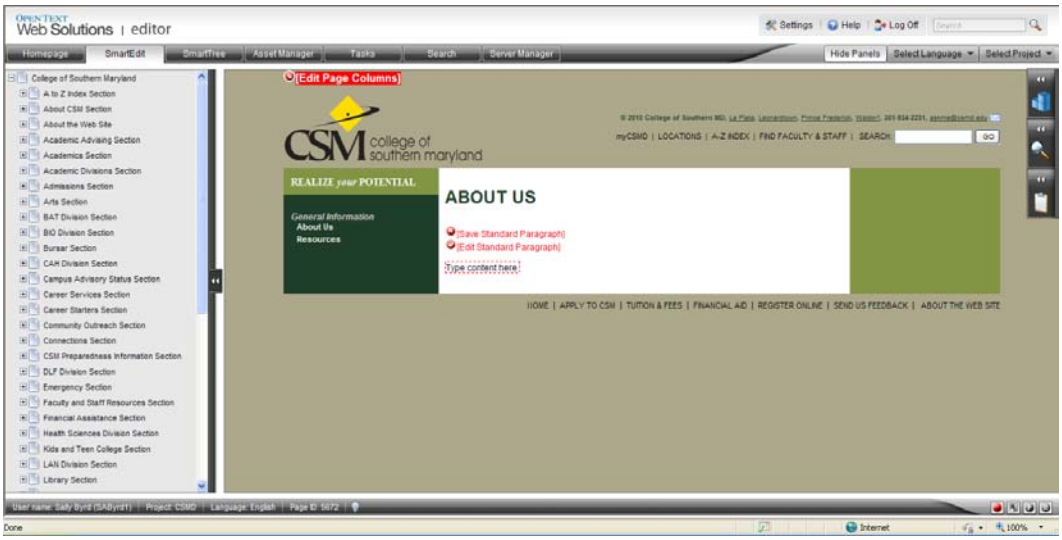


Figure 45: Edit directly in SmartEdit by pressing CTRL and clicking on the Edit RedDot

Adding Other Content

Linking

Internal Links

Links to other sections or web pages within the CMS should always be linked within the CMS system. This is particularly useful when a web page is moved from its original location. If the web pages are linked internally, the CMS will update links automatically.

Follow the Steps below to link to web pages within the CMS.

1. Within your web page in SmartEdit, click the Open Page RedDot then the Edit RedDot to open the Text Editor window. Type in the text or select the text that you would like to use to create the link. Click the “Insert or Edit Link” icon on the right hand corner of the Text Editor as shown below.

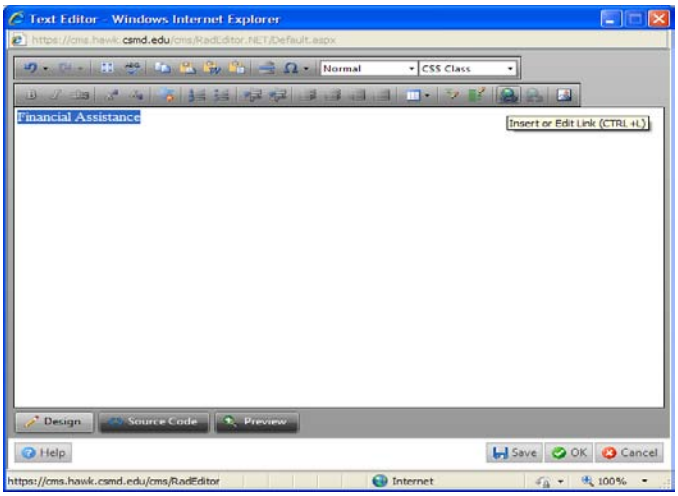


Figure 46: Text editor

2. The “Insert or Edit Link” window will pop up. Select the “Page” option to search for the page you would like to link to in the CMS. Click “Select” to open the “Page Search” window.

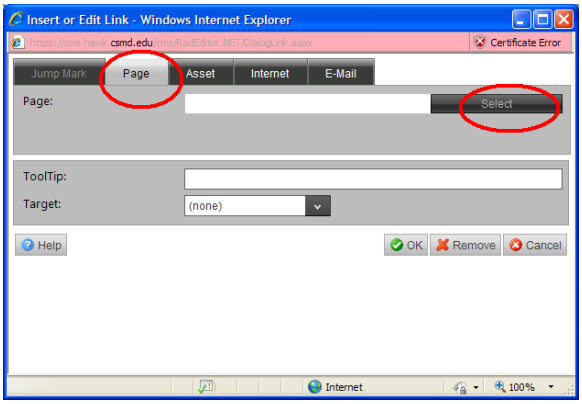


Figure 47: Insert or edit link

Using Search

You can search for the web page in the CMS using different criteria. The different search options include Content, Headline, and hits for the page. You can add other criteria to your search such as Content Class, Page ID, Modification Date, and Creation Date.

1. Enter your criteria, then click the “Start” button to search for results.

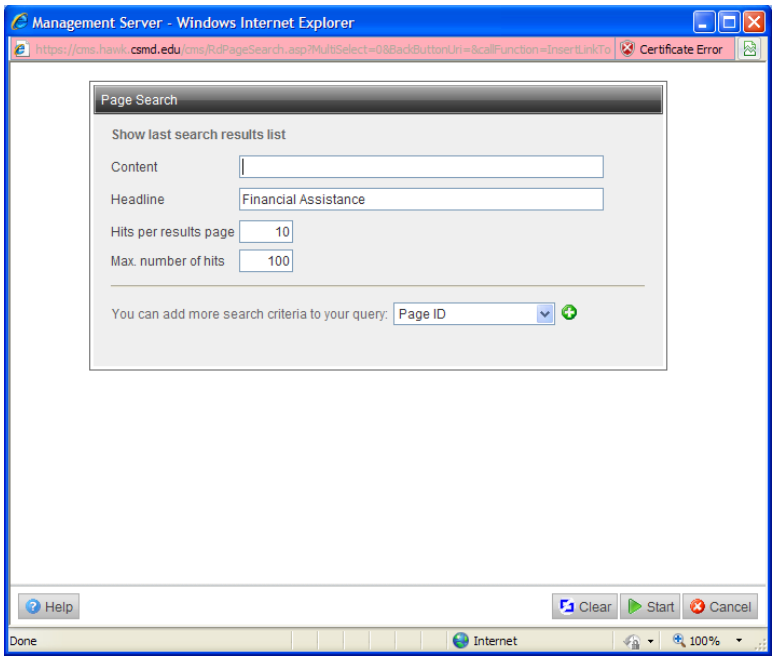


Figure 48: Page search with headline

2. The “Search Result” window provides a list of pages as the result of the search. To link to a webpage, not to the individual page on the webpage, look for the **Foundation Content Class**.

   You can also preview the page to make sure it is the correct page.Click the preview icon to preview the page. If it is the correct page, click on the name of the page to link to it.

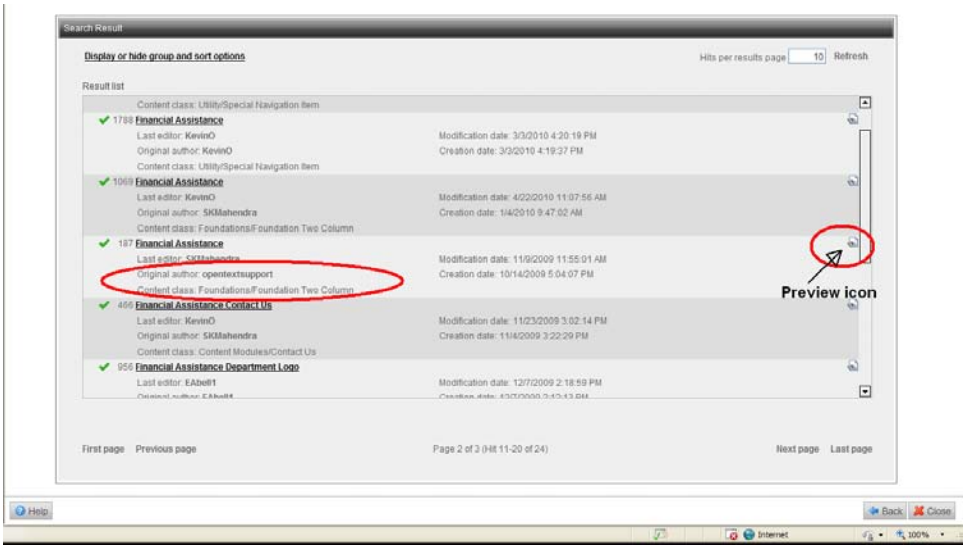


Figure 49: Search results

3. The “Insert or Edit Link” window displays the name of the chosen page. Click “OK” to insert the link and get back to the Text Editor.

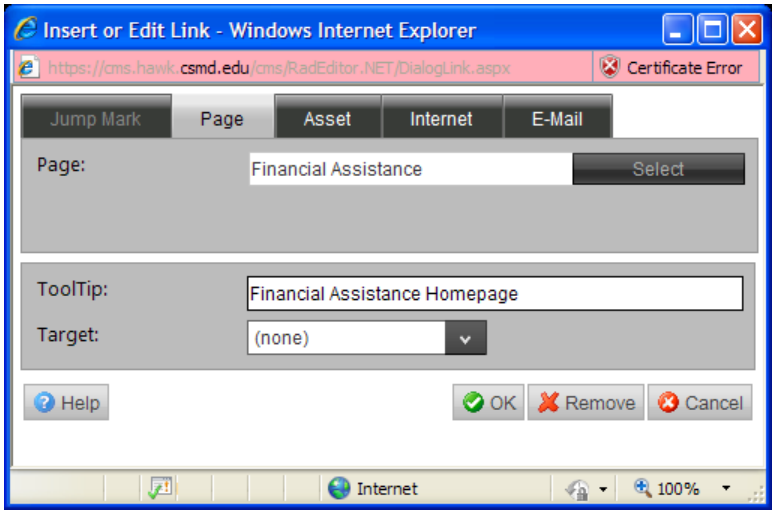


Figure 50: Insert or edit link

4. The text “Financial Assistance” has been linked to the Financial Assistance homepage present in the CMS.

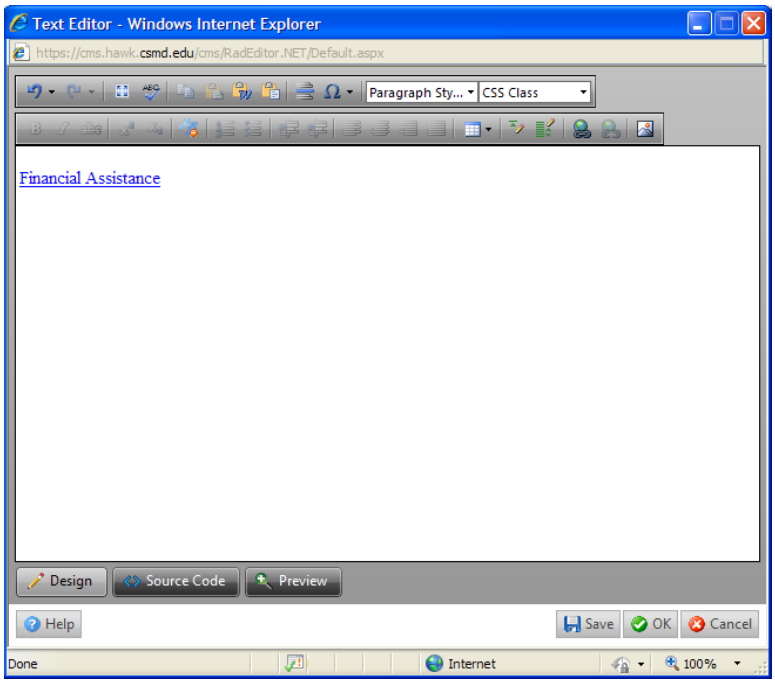


Figure 51: Link in text editor

5. Click the “Save” button if you are done editing the content in the “Standard Paragraph”. Click “OK” to get back to the web page. Check to make sure that the link is working properly by clicking on the link in the page in SmartEdit to see if it links to the correct web page.

External Links

Sometimes you will need to link to web pages that are outside of the CMS, either older CSM pages that have not yet been put in the CMS or pages from external sites.

Follow the Steps below to link to web pages within the CMS.

1. Within your web page in SmartEdit, click the Open Page RedDot then the Edit RedDot to open the Text Editor window. Type in the text or select the text that you would like to use to create the link. Click the “Insert or Edit Link” icon on the right hand corner of the Text Editor as shown below.

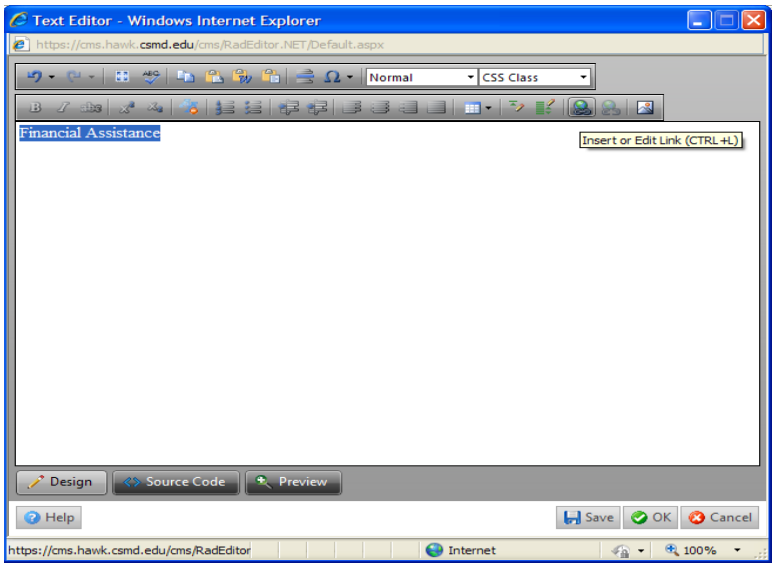


Figure 52: Text editor with link text highlighted

2. In the “Insert or Edit Link” window select the “Internet” tab to link to an external link. Copy the external link URL from the Address bar of your browser and paste it into the URL field or type it in manually. After pasting the web address make sure to remove http:// from the beginning of the field in front of the web address, as the CMS provides customized URL fields in the drop-down to the left of this text box. Choose the correct URL prefix for your link.

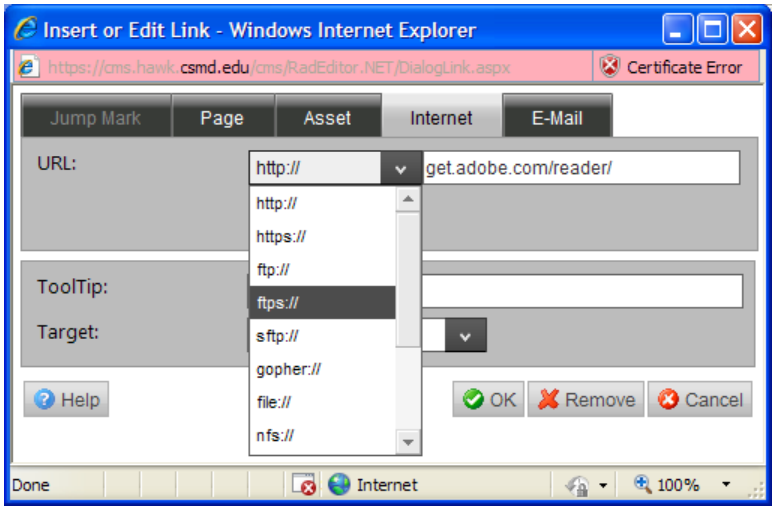


Figure 53: Insert or edit link

3. The ToolTip field is optional, but you can provide a Tooltip for the web viewer. For third party links that are not owned by College of Southern Maryland, the Editor should set the Target as "_blank". When the Target field is "_blank", the link will open in a new window in the browser. If the drop down list for the "Target:" does not work, highlight the mouse pointer in the field and use the down keyboard arrow to change the values in the Target field.

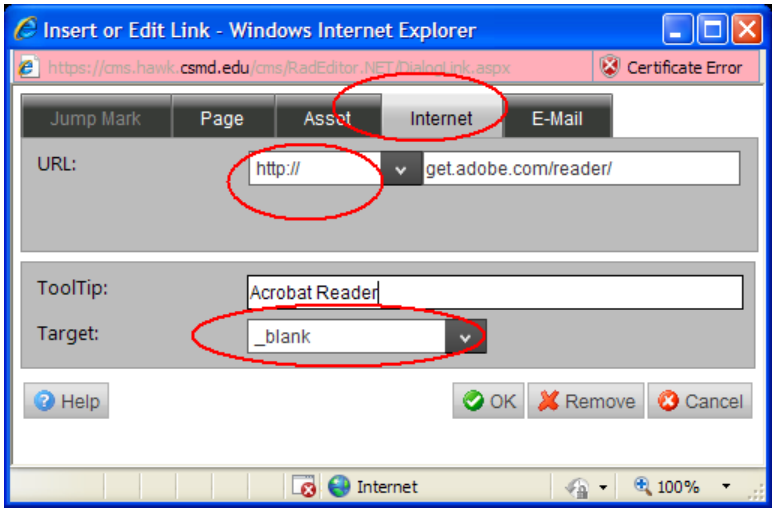


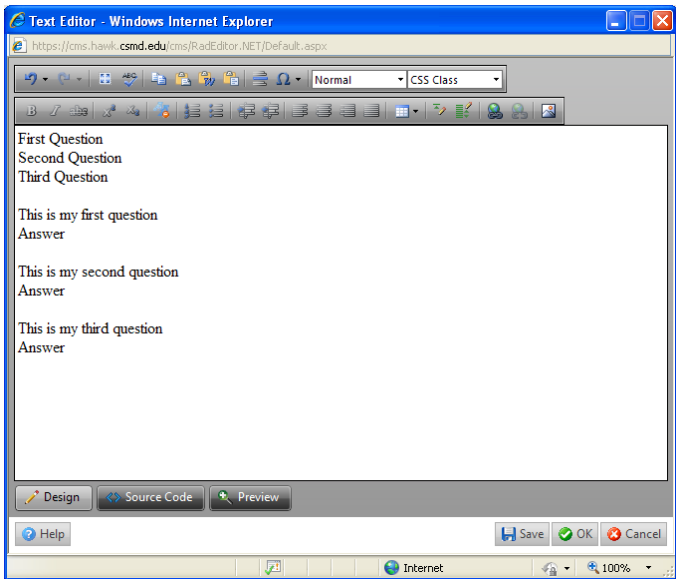
Figure 54: Creating an external link

4. After completing all required fields, click "OK" to get back to the Text Editor. Click the "Save" button if you are done editing. Click "OK" to get back to your CMS web page.
5. Check to make sure that the link is working properly by clicking on the link to see if it links to the correct web page.

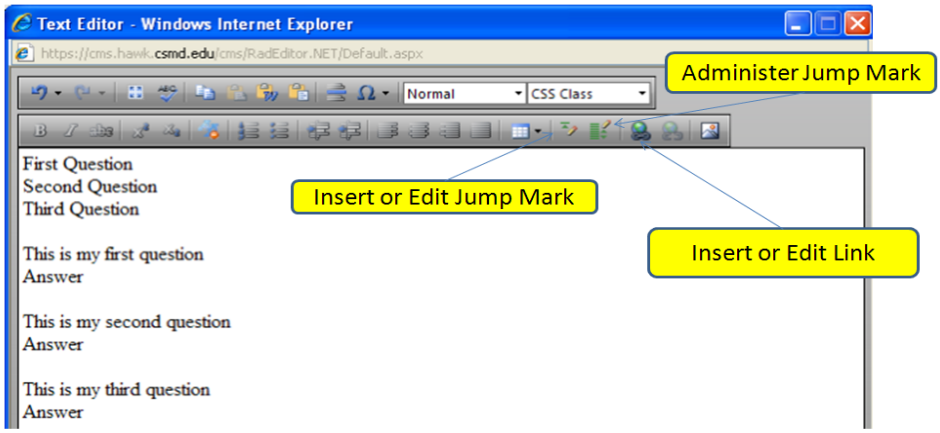
Create links within a web page (anchors)

Links that refer to content within the same web page are called anchors. Anchors are widely used on web pages that have a long page of content such as Frequently Asked Questions. Anchors help the end users to navigate to the correct question that they are interested in rather than going through the long list of questions on the page. Anchors are called “Jump Marks” in the OpenText CMS.

1. Within your web page in SmartEdit, click the Open Page RedDot then the Edit RedDot to open the Text Editor window.
2. First we need to create the Anchors that when clicked will navigate to the correct section of the page. For an FAQ page, create a list of questions at the top of the page and below that provide the questions as well as answers for the questions listed on the top.



3. Place your cursor in front of the question where you want the user to navigate to. Then click on the “Insert or Edit Jump Mark” option that has a pencil icon on the right side of the editor.



4. Figure 55: Creating anchors in the Text Editor

5. Provide a name for the Jump Mark in the Define Jump Mark window. Click “OK” to save.

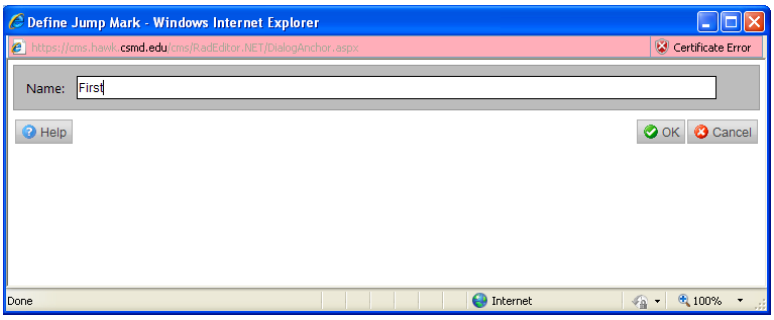


Figure 56: Define jump mark

6. In the Text Editor, highlight the first question text and click on “Insert or Edit Link” . This opens up the “Insert or Edit Link” window.

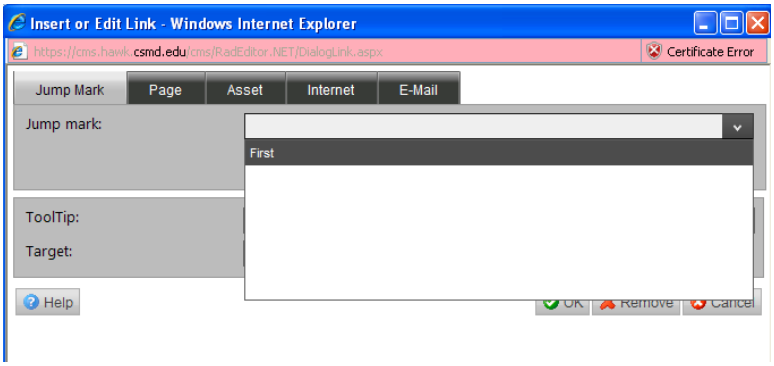


Figure 57: Inserting jump mark link

7. Use the dropdown box to select the Jump Mark you want to navigate to and click “OK”.
8. Repeat the above Steps (4-8) to create the anchors for the remaining questions in the page.

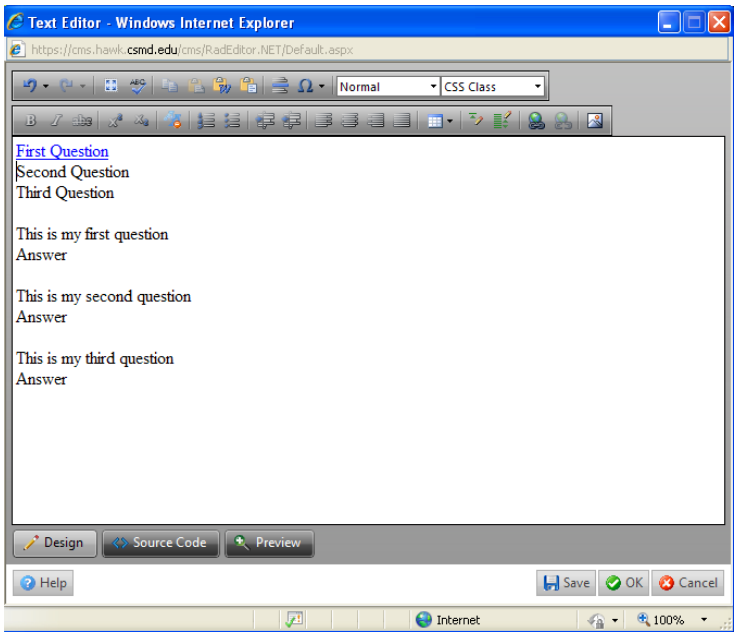


Figure 58: Text linked to Jump Mark

Using the Asset Manager

The Asset Manager provides an easy way of editing and managing digital files in the CMS. Assets such as images, PDF documents and media files are stored in Asset Manager. Presently there are two standard folders that are setup in the Asset Manager under each section - “images” and “pdf”. Assets should always be imported into their respective folders; images should be only imported to the “images” folder and documents should only be imported into “pdf” folder.

Files have to be imported only once into Asset Manager usually from the H: drive. (A user can browse to any location where the image is located. This can be either your local machine or any other network drives such as I:, Q: etc.).

1. Click on the “Asset Manager” tab to view the Asset Folders present in your section. If you cannot view the folders click “Switch Folder” option (shown below) to view folders you have rights to. Click the “images “or the “pdf” folders to view all the files present in these individual folders. Presently, there are two options to view the Assets in the CMS- List View and Thumbnail View.

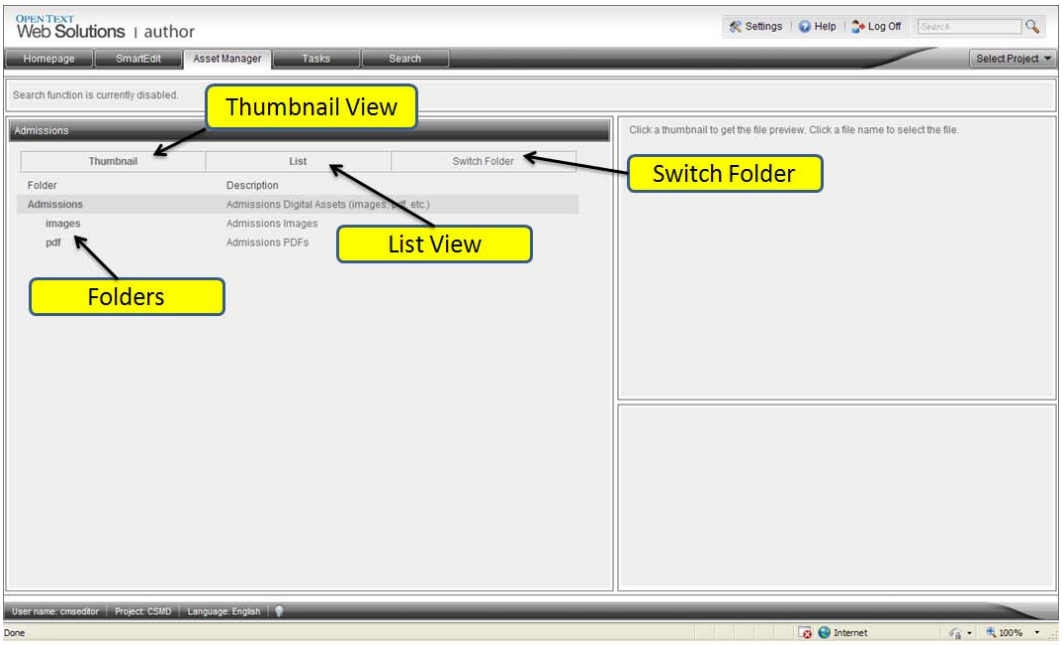


Figure 59: Asset Manager interface

2. Click the “List” view to provide a list of all the Assets.

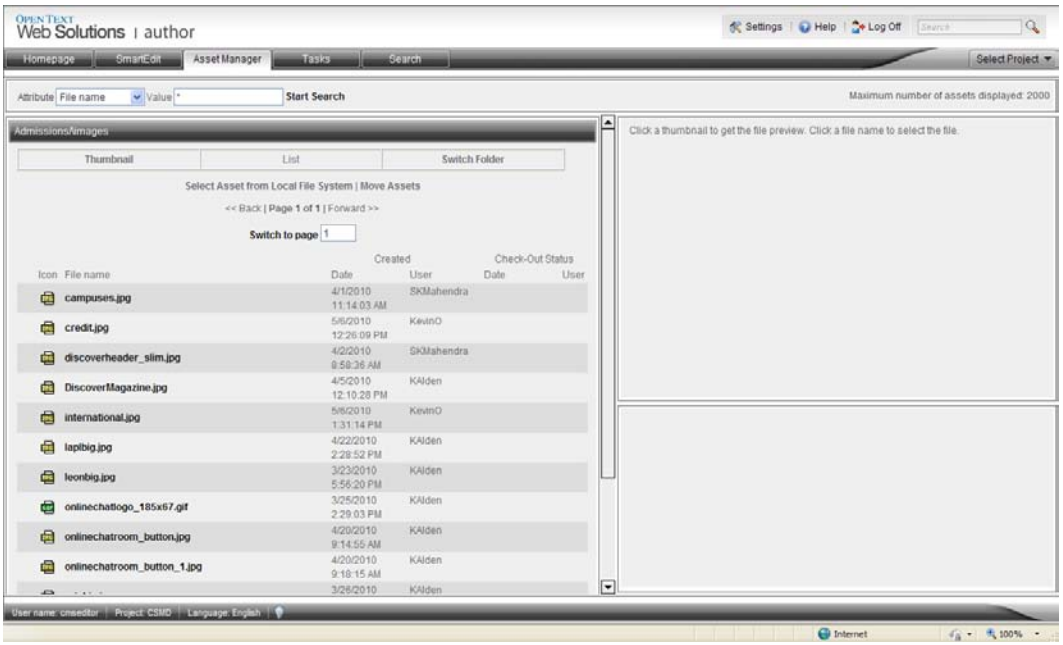


Figure 60: List view of assets

3. Click “Thumbnail” to view thumbnails of the assets.

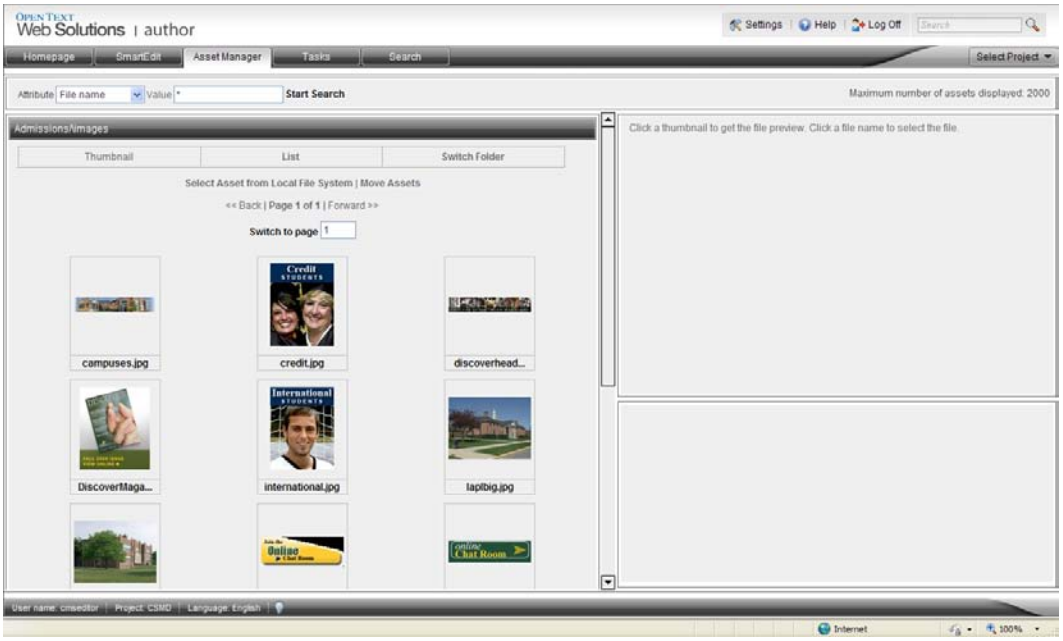


Figure 61: Thumbnail view of assets

Uploading new assets to the Asset Manager

1. Select Asset Manager from the Task bar
2. Select Switch Folder then select the folder into which you'd like to add files.

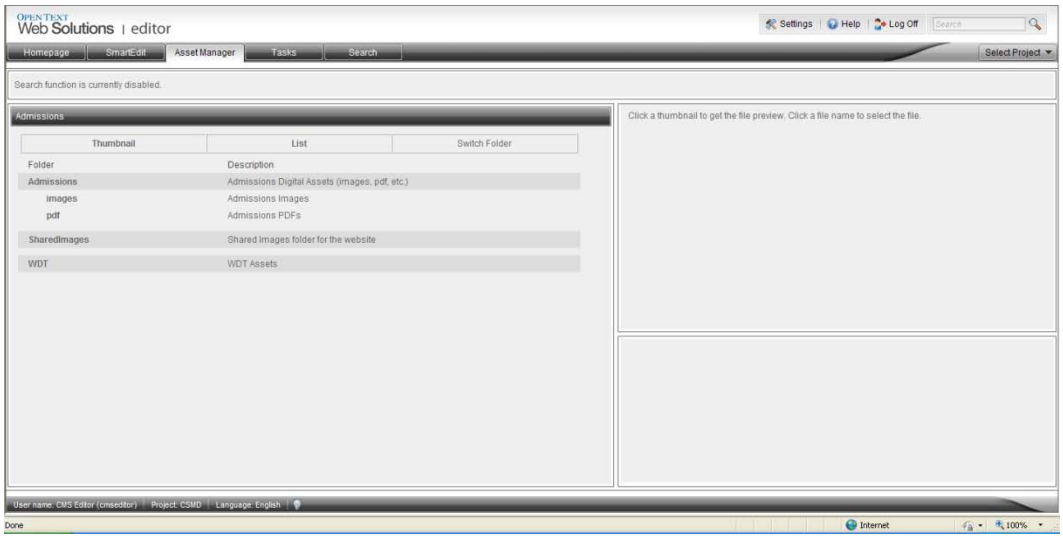


Figure 62: Folders in Asset Manager

3. Choose "Select Asset from Local File System"

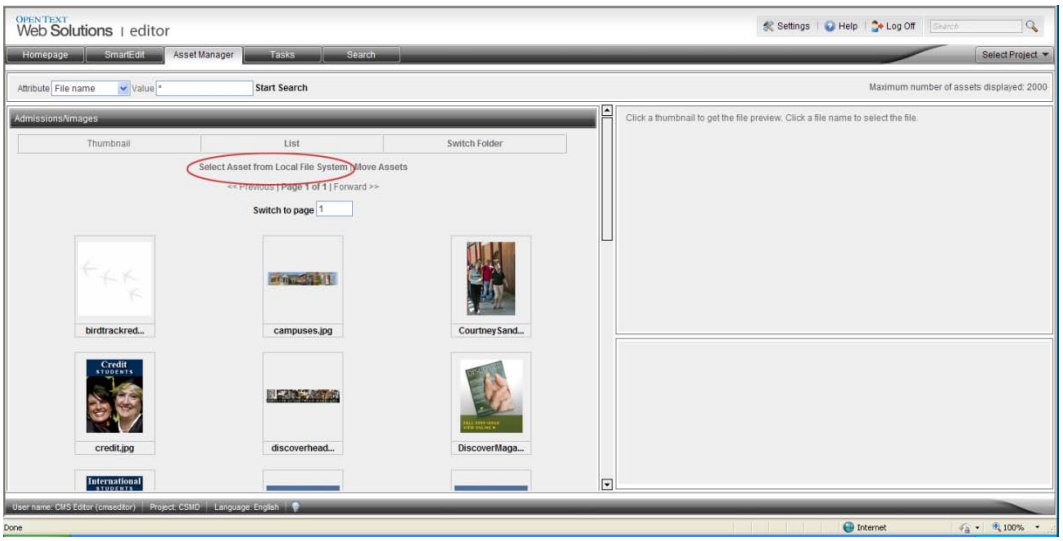


Figure 63: Choose Select from Local File System

4. On the Transfer Local File dialog window, select "Browse" and browse to the file on your computer (or other local file system). Select the file you'd like to upload.

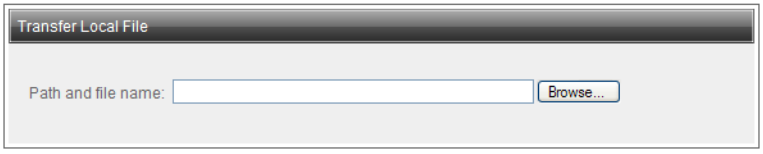


Figure 64: Transfer Local File dialogue box

5. Enter a description of the file.

Figure 65: Attributes dialogue box

6. The file should now appear in your section's Asset Manager. When you select the file name, information about that file should appear on the right side of the screen. If you don't see the file information, select "Refresh Thumbnail and File Information" on the lower right to display the file information.

Delete unused files in Asset Manager

1. Select Asset Manager from the Task bar
2. Select Switch Folder then select the folder from which you'd like to delete files.
3. Click on the name of the file that you want to delete, then select "Delete File":

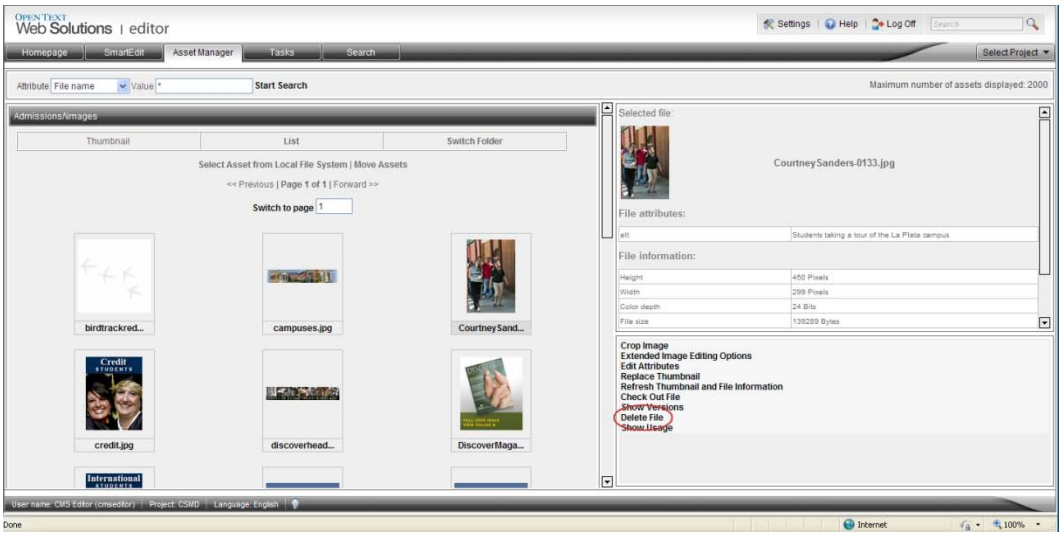


Figure 66: Delete files in Asset Manager

Inserting and Editing Assets into Pages

Images, PDF documents and media such as audio files, video files, flash etc. are generally referred to as Assets in the CMS. Images can be added only through the Standard Paragraph element of the Content Classes present in the CMS.

Inserting an image

1. In the page you'd like to edit, click the "Edit Paragraph" RedDot to open the Text Editor window.
2. Click the "Insert Image or Edit Image Properties" icon on the right most corner of the window (icon which has mountains and sun in it).

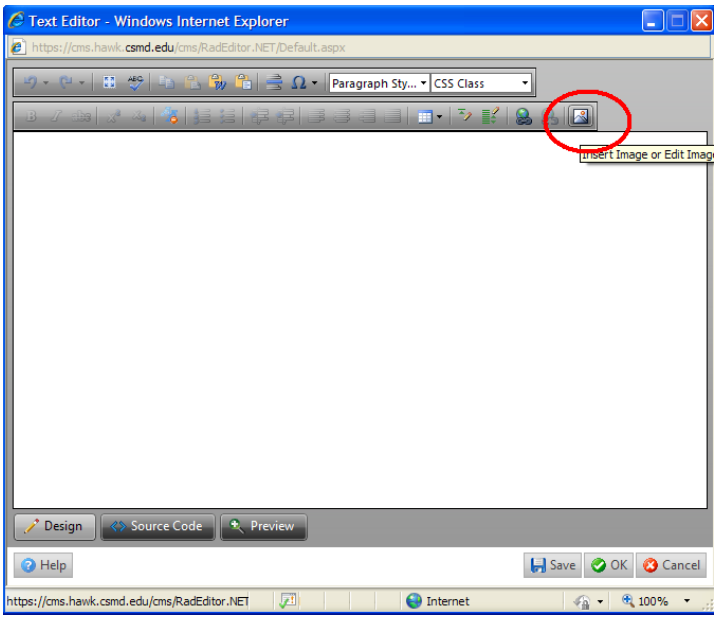


Figure 67: Text Editor - Insert Image

3. "Insert Image or Edit Image Properties" window pops up. Select the Asset tab and click the "Select" option.

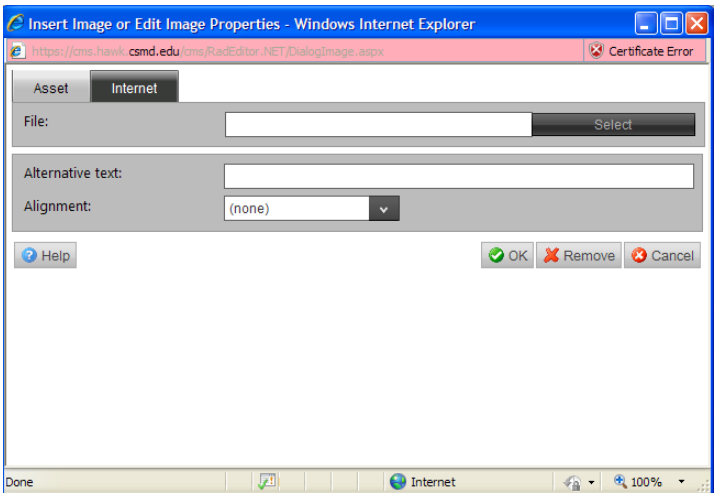


Figure 68: Insert image or edit image properties dialogue box

4. Choose “Select Asset” if the asset is already in Asset Manager.

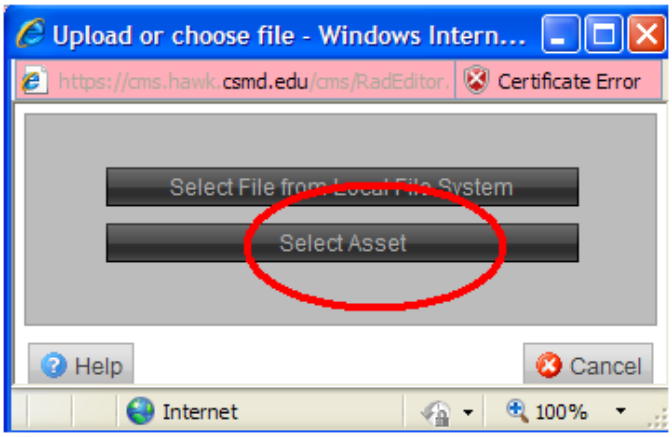


Figure 69: Upload or choose file dialogue box

5. Select the appropriate division from the list and click “OK”.

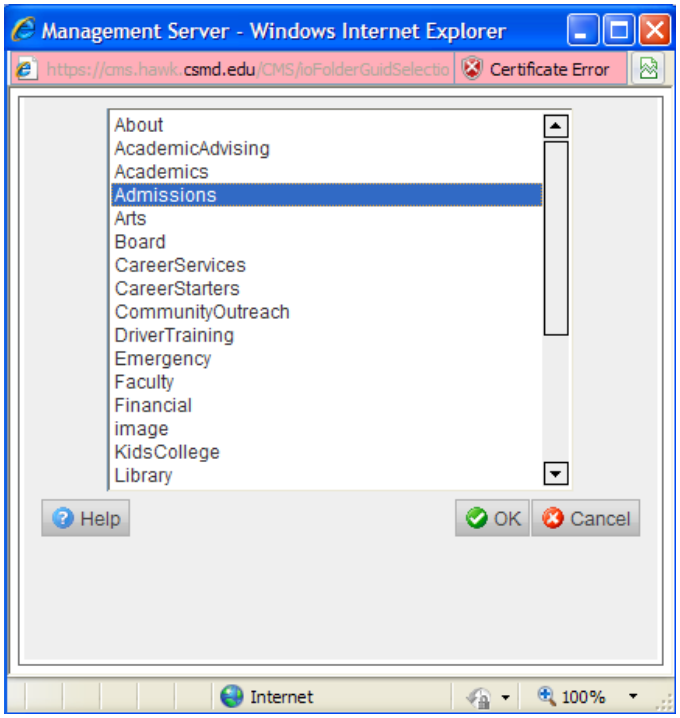


Figure 70: Choose folder from list

6. This brings up the Asset Manager interface to select the appropriate file from the folders. (If you don't find the folders here click "Switch Folder".) Click on the "images" folder.

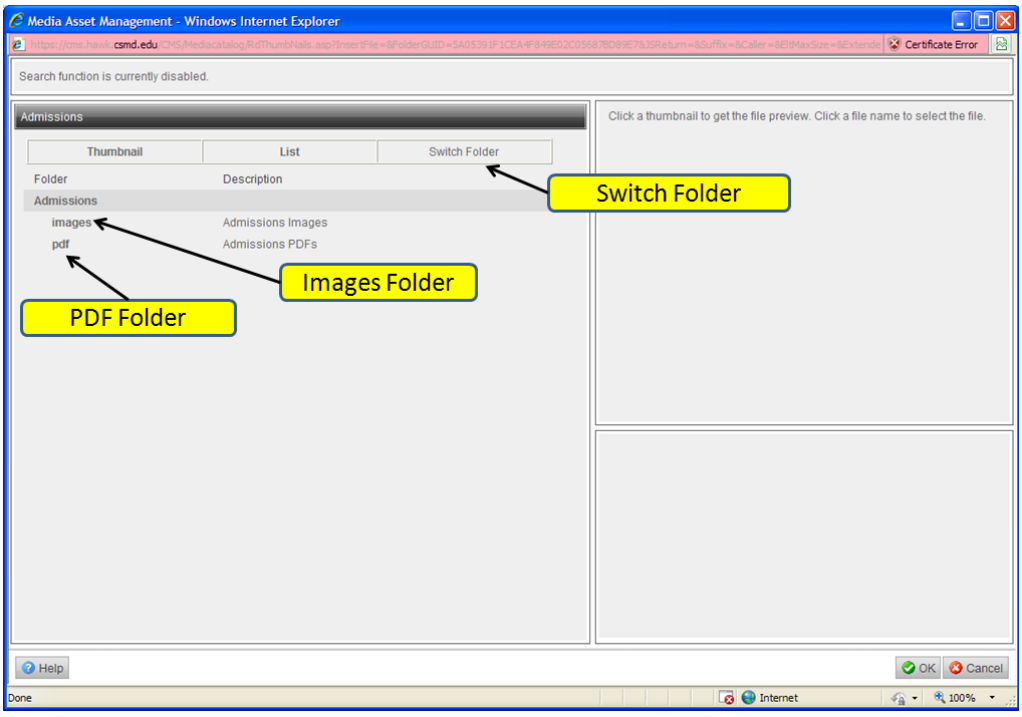


Figure 71: Asset Manager interface

7. Select the Asset by clicking on the name of image that you would to like to insert into the web page. You can preview the Asset before connecting to the page by clicking on the Asset itself. Click OK.

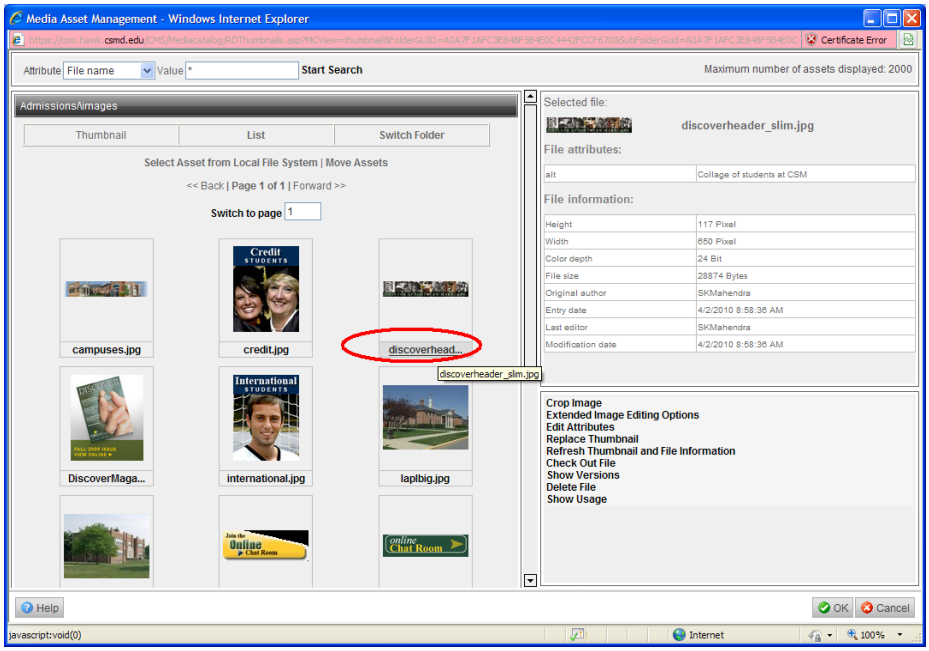


Figure 72: Select an asset

8. Enter alternative text and choose your alignment.

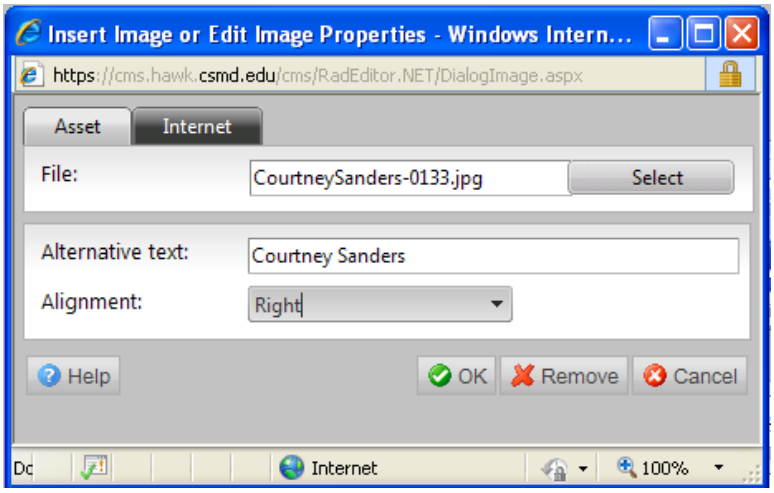


Figure 73: Edit image properties

9. Click OK to insert image into text editor.

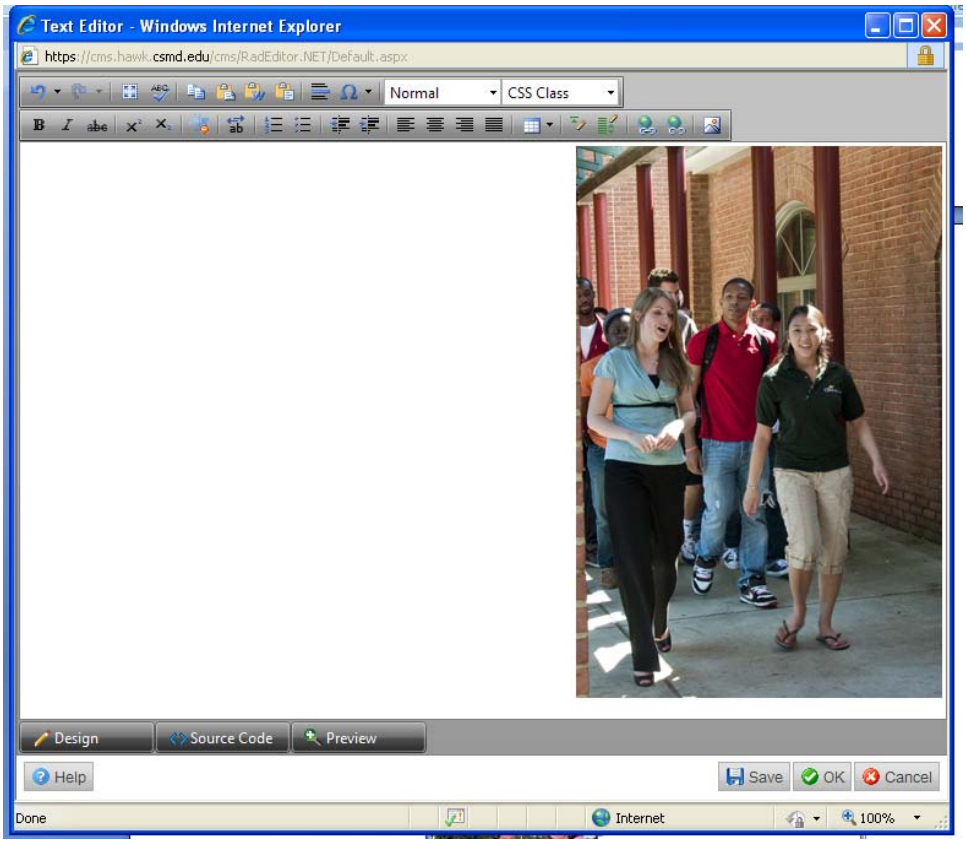


Figure 74: Image inserted into text editor

Inserting PDFs

1. In the page you'd like to edit, click the "Edit Paragraph" RedDot to open the "Text Editor".
2. Select the text you would like to link, and click the "Insert or Edit Link" icon (globe icon) in the right most corner of the Text Editor.

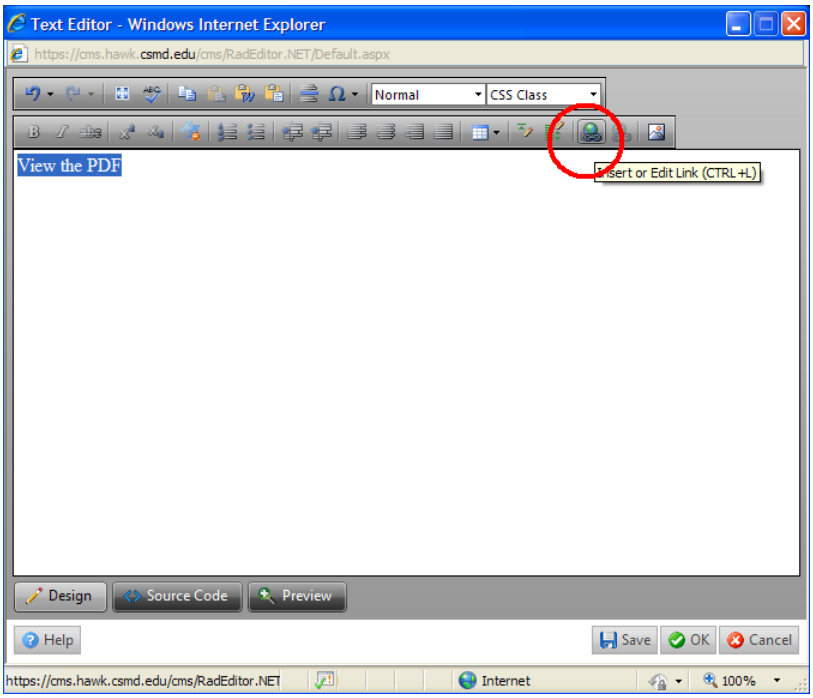


Figure 75: Text editor - insert link

3. Select the "Asset" tab and click the "Select" option.

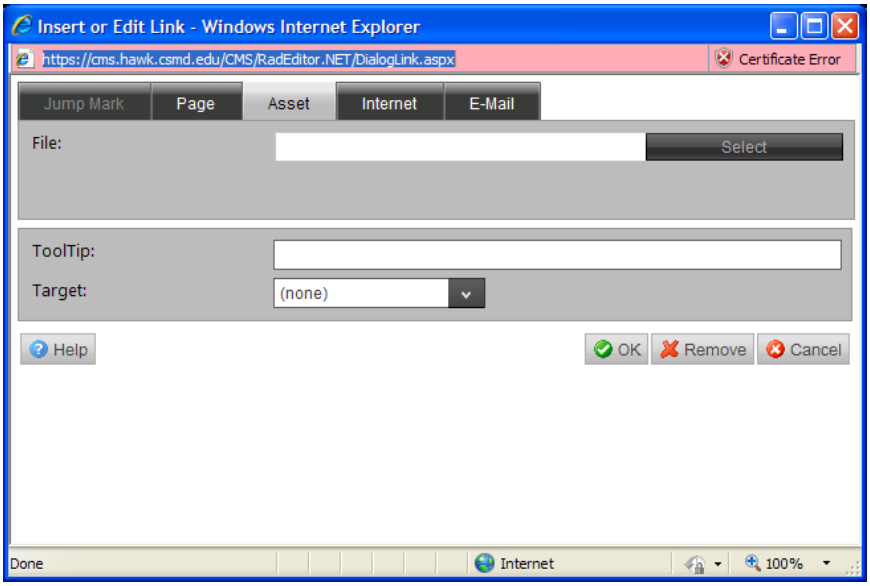


Figure 76: Insert or edit link dialogue box

4. Choose “Select Asset” if the asset is already in Asset Manager.

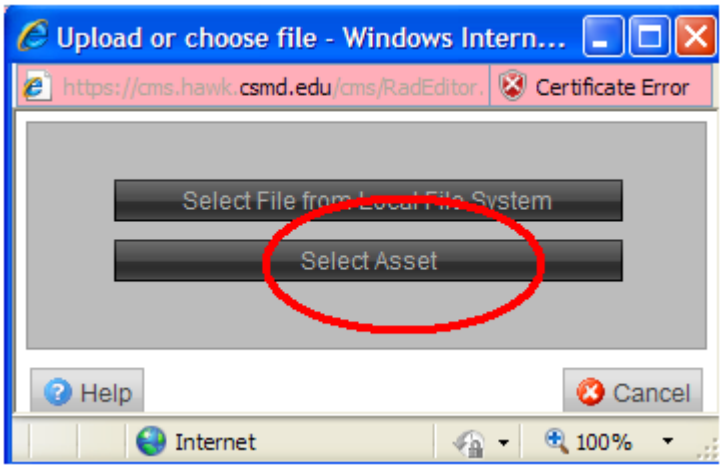


Figure 77: Upload or choose file dialogue box

5. Select the appropriate division from the List and click “OK”.

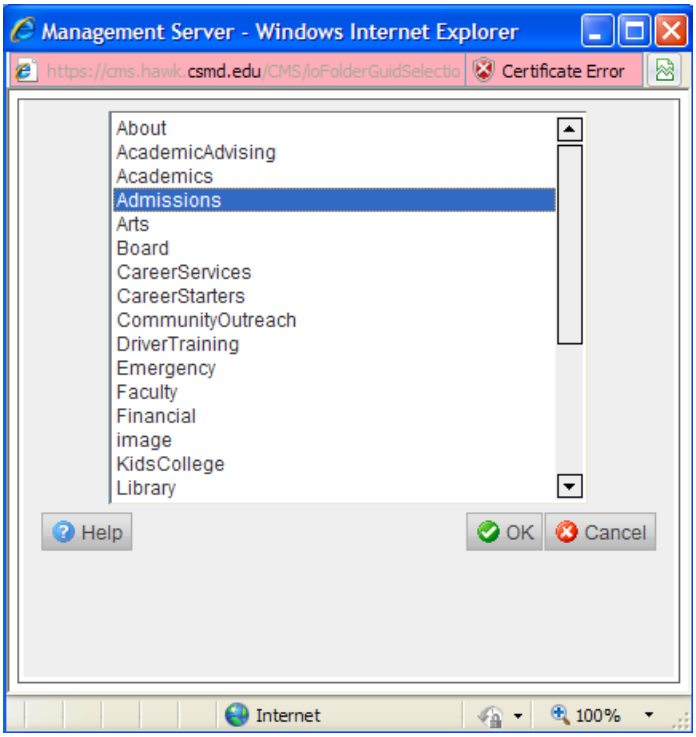


Figure 78: Select folder from list

6. This brings up the Asset Manager interface to select the appropriate file from the folders. (If you don't find the folders here click the "Switch Folder" option in the right corner.) Click on the "pdf" folder.

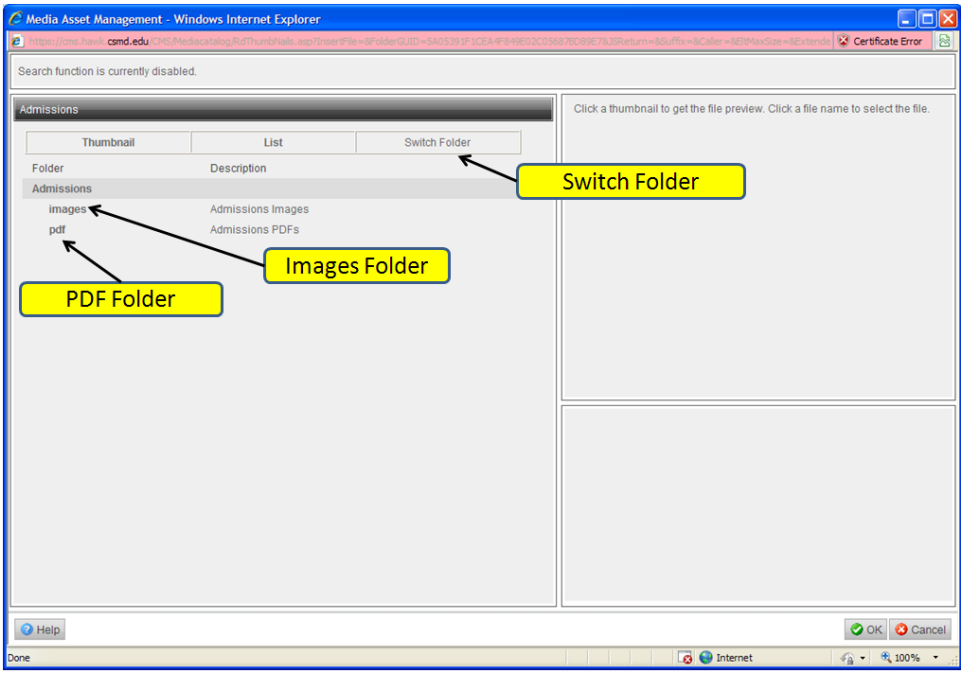


Figure 79: Asset Manager interface

7. Select the Asset by clicking on the name of pdf that you would to like to insert into the web page and click OK.

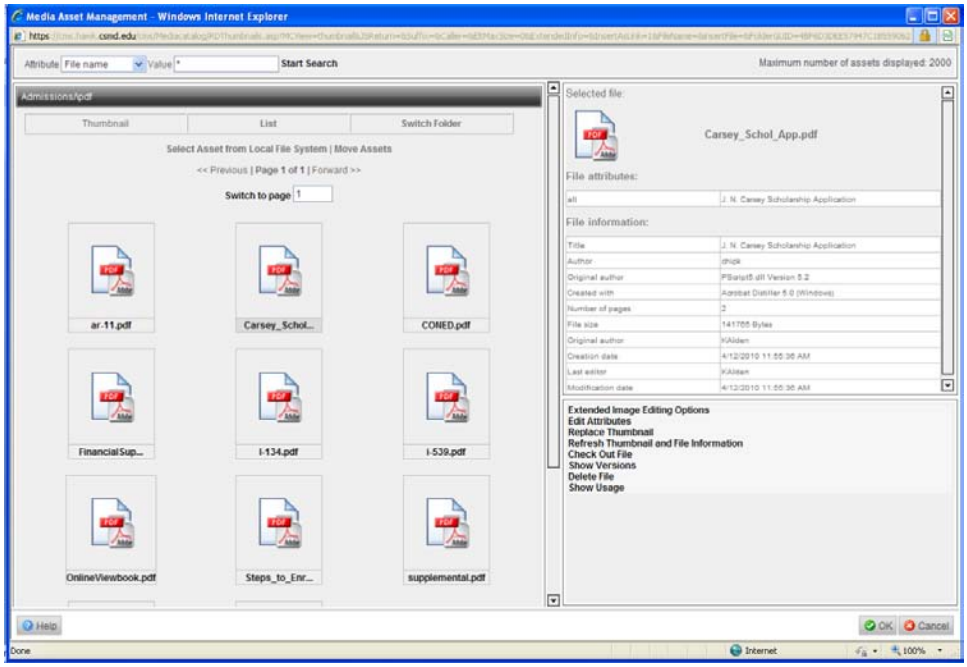


Figure 80: Select PDF file in Asset Manager

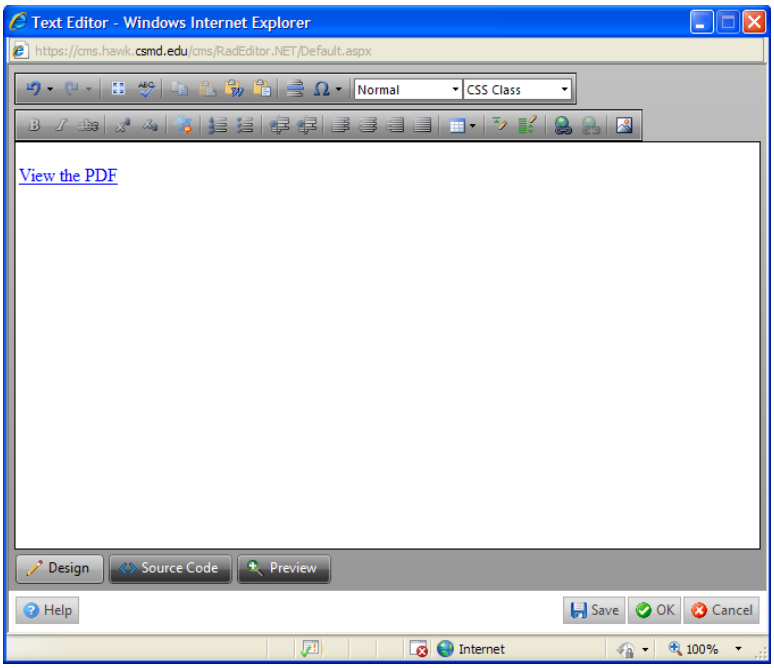


Figure 81: Linked text in text editor

Uploading and Inserting Assets

If you have not previously uploaded your assets using the Asset Manager, you can do this as you are inserting an asset into your content. This process provides an interface, which is similar to Windows Explorer, used to navigate to files on your local machine. Click the browser button and then navigate to the location of the Asset. (usually the H: drive)

1. While in the text editor, place your cursor where you would like to insert an image and click the "Insert Image or Edit Image Properties" icon on the right most corner of the window. To link to a PDF, select the text you would like to link and click the "Insert or Edit Link" icon .
2. Choose the Asset tab and click "Select".

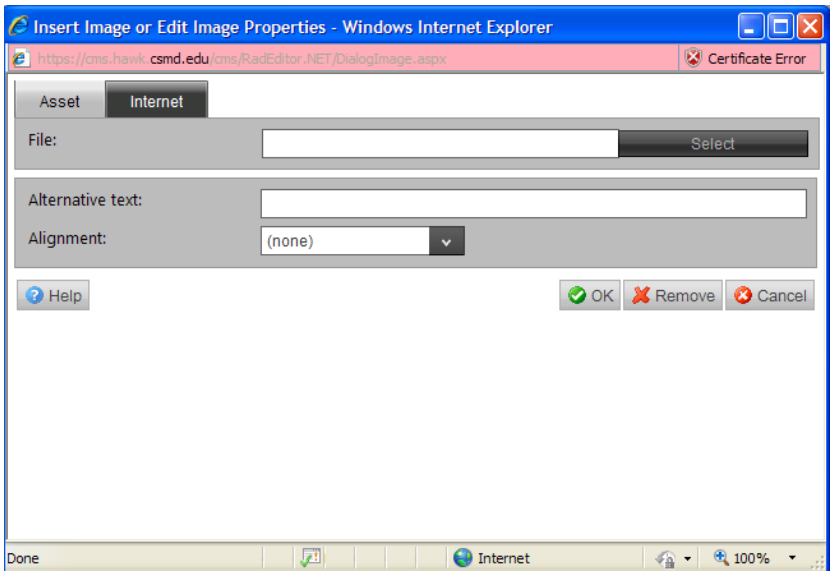


Figure 82: Insert image or edit image properties dialogue box

3. Click Select File from Local File System

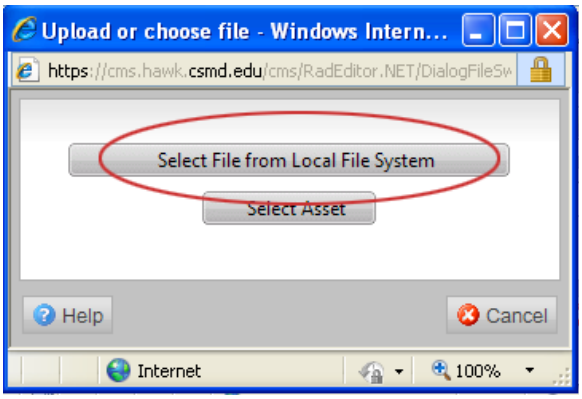


Figure 83: Upload or choose file dialogue box

4. Browse to the asset you'd like to upload and click Upload.

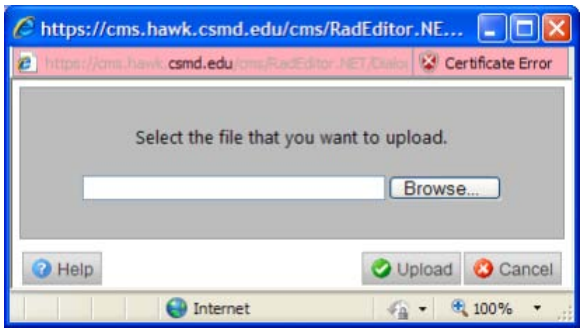
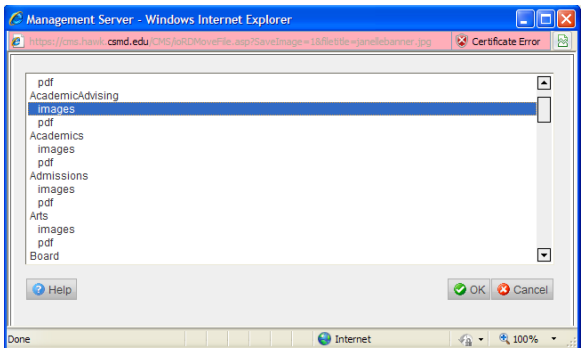


Figure 84: Browse to local file

5. Select the "image" folder if the Asset is an image. In the case of a PDF document, select the "pdf" folder under your appropriate section. Make sure that you don't upload the Assets into the wrong folder.



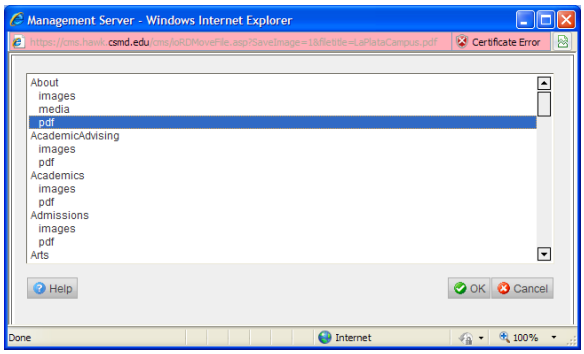


Figure 85: Select correct folder

6. After selecting the appropriate folder, click “OK” to continue. An “Attribute” window is provided to insert the “alt” tag for the Asset that is being uploaded. Provide a logical and unique Alternative Text representation, or “alt” tag, for the Asset.

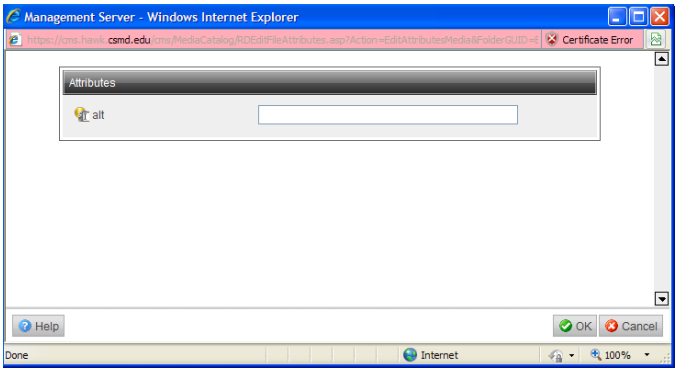


Figure 86: Alt text attributes dialogue box

7. Again enter your alternative text in the next screen. The “alt” attribute for an image is an ADA requirement for the college and is mandatory. Be descriptive with your alternate text, but limit to 50 characters or less. (You can retype the same alt tag that is provided in the previous step.)

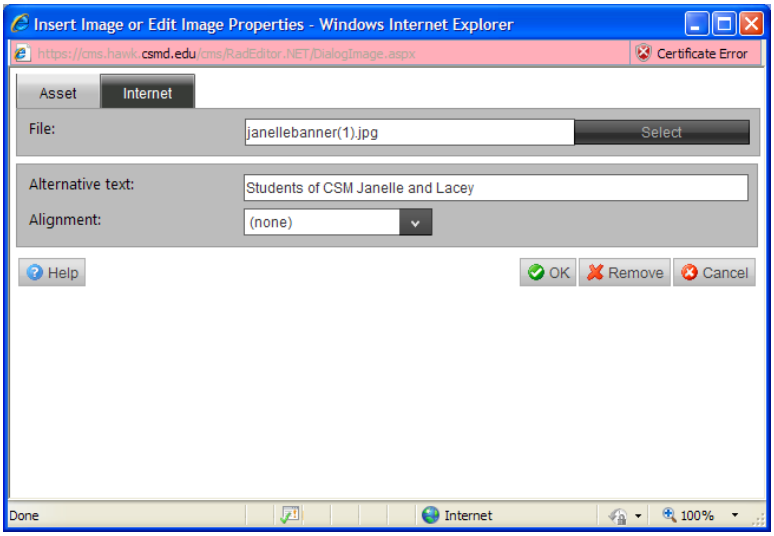


Figure 87: Insert or edit image properties dialogue box

8. In the case of the PDF documents, the “Insert or Edit Link” window opens up with the PDF selected. For the PDF link you can provide a “ToolTip” which is optional. The ToolTip would show up when the end user hovers over the link.

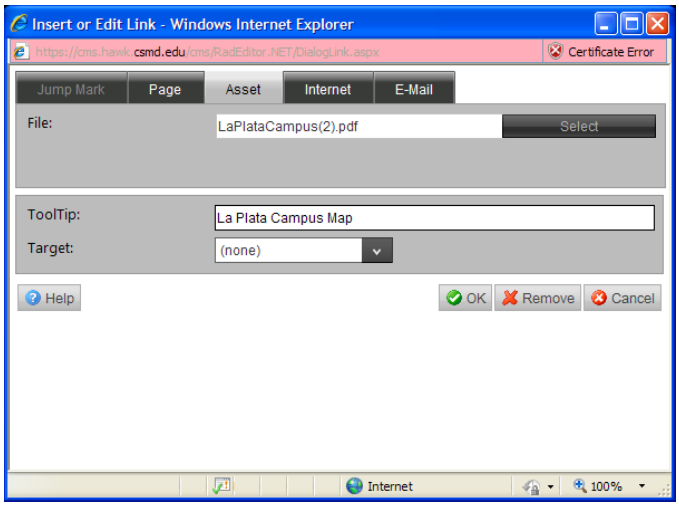


Figure 88: Insert or edit link dialogue box

9. Click “OK” to get back to the “Text Editor” to find the image on the web page or your content linked to the PDF.

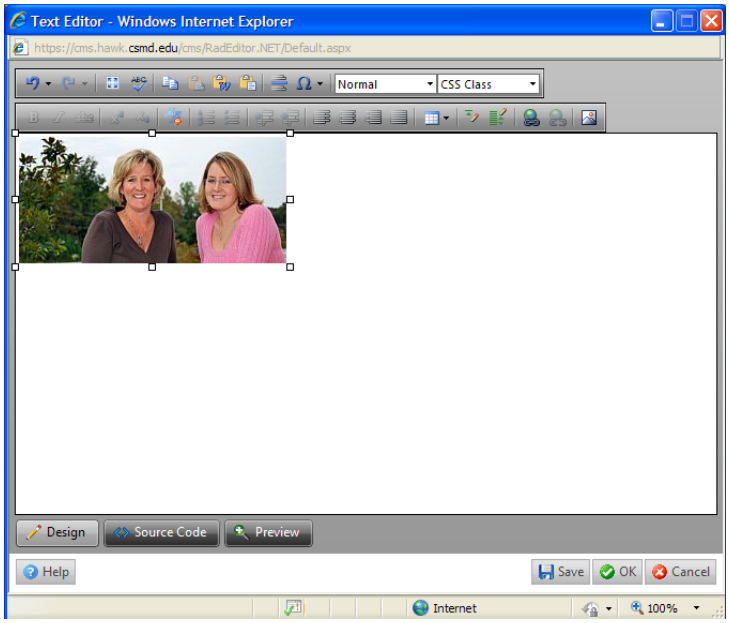


Figure 89: Photograph inserted in text editor

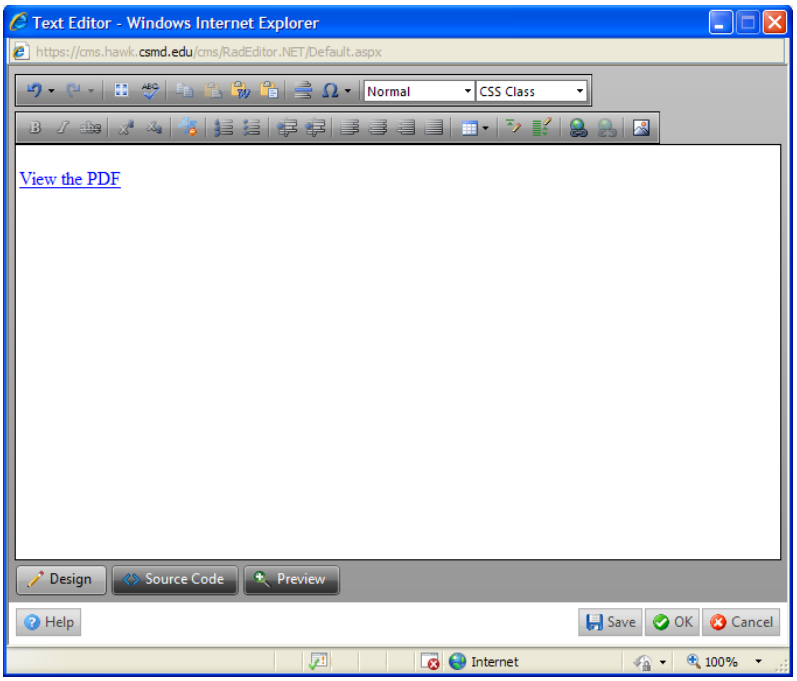


Figure 90: Linked text in text editor

Publishing

Workflow

Any business process related to web content management needs to go through a set series of steps or approvals. This process is called a workflow and actions such as pages for release, deleting pages, and publishing pages need to go through this business approval process. Once it is implemented, Web Page Owners will approve their editor's work before it is published on the live web server. If any changes are made that are rejected by the Web Page Owner, it will be sent back to the Web Page Editor for correction and further changes.

This workflow is not yet implemented in the CMS at College of Southern Maryland. Until it is, both Web Page Editors and Web Page Owners can publish pages and both follow the same process.

Publishing

Release page

Releasing a page makes it available to other users within the CMS. If you do not release a page after editing and saving, if another user tries to access it, they will get a message that the page is still in draft. All pages should be released after you are done editing, even if you do not intend to publish immediately, so that others may access it.

1. After making your changes to the page, right-click in the area where you did your changes. Make sure that the page is open by clicking on the open page RedDot . Click on "Release Page"

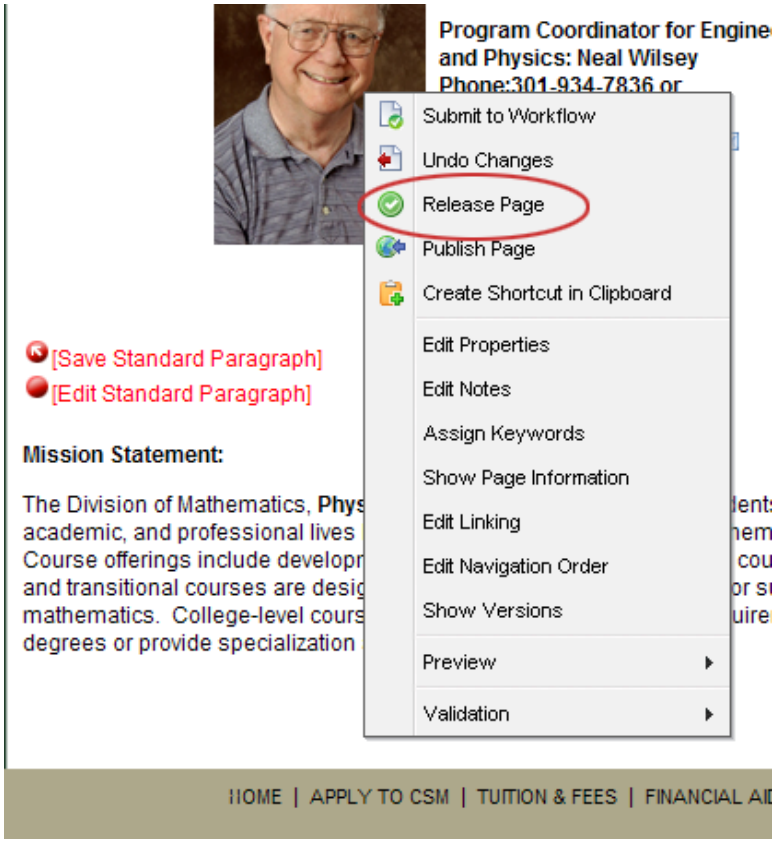


Figure 91: Releasing a page

Publishing pages

1. Make sure the page is open by clicking on the open page RedDot . Right click in the page area. Click “Publish”.

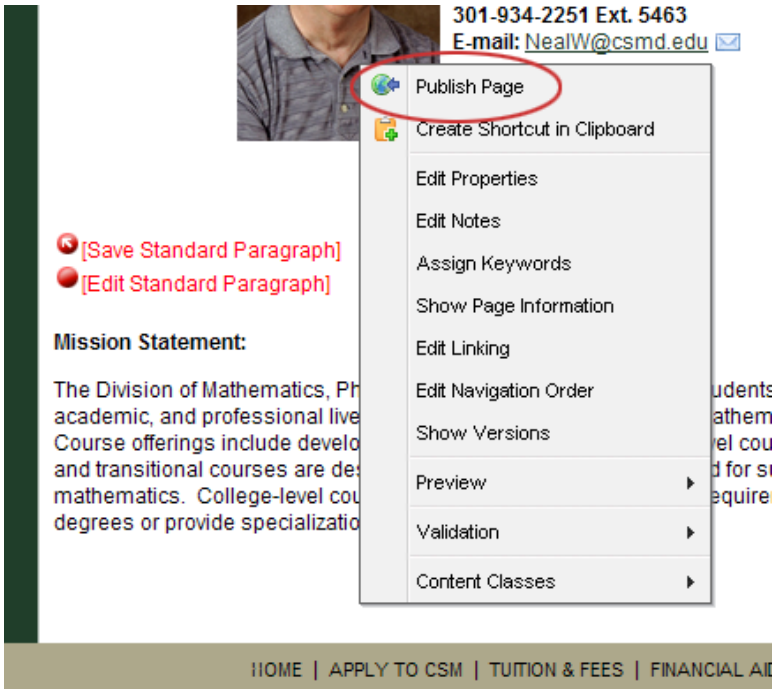


Figure 92: Publishing a page

2. Check “Publish all following pages” and choose your email address if you’d like an email sent to you when publishing is complete. “English” and “HTML” should also be checked. **Do not check the second box, “Publish related pages”.**

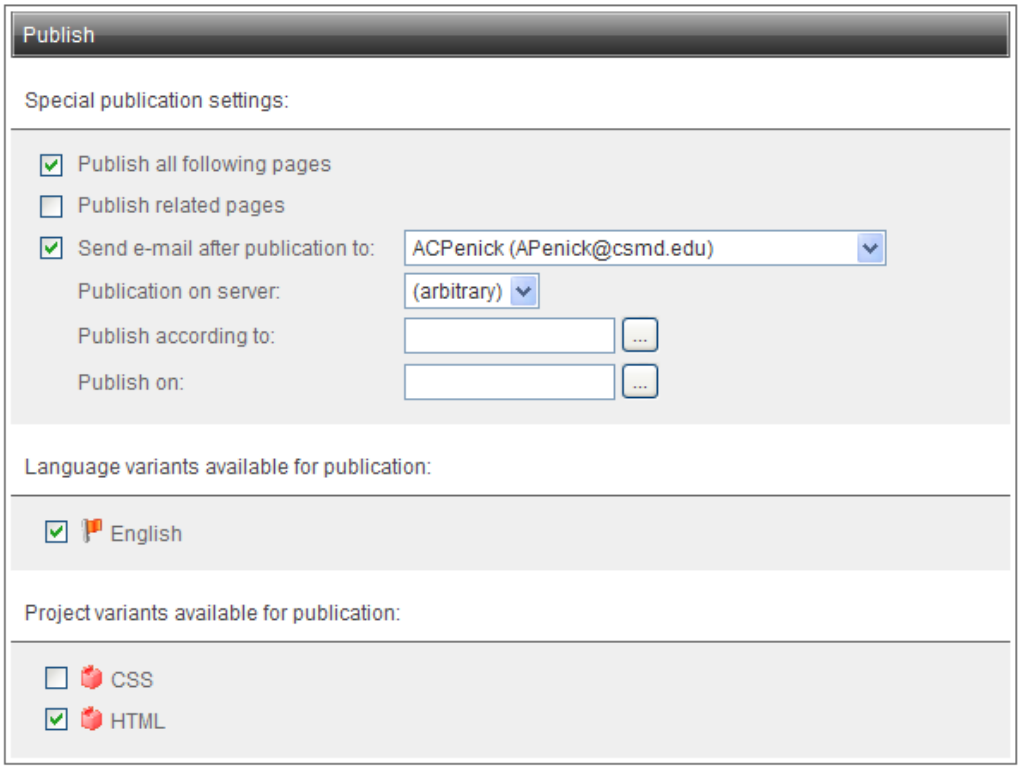


Figure 93: Publication settings

Appendix A: Glossary of Terms

Content Class

A content class is the blueprint or building block for creating web pages. It describes the placeholders/elements for both the structure and content for a web page or a section of a web page.

Content classes are templates that contain information regarding design, layout, and properties for the contents that belong to a web page. It is just a template and does not contain content of its own.

Page

An instance of a Content Class is called a page that contains a unique set of contents. Pages depend on the specification of the content classes that were used to create them. Any number of pages can be created using the same Content Classes. A single web page can contain any number of different Content Classes.

Template

A Template contains the HTML markup that describes the layout of pages within the CMS. Pages are created based on templates and the changes in the layout of a page can be made in the template whereas the page content remains the same. A Content Class can have multiple templates which define the way in which the content is laid out. (e.g.: HTML, Print version.)

Clipboard

The clipboard can be used to reference pages to perform common tasks in the CMS. The Clipboard in SmartEdit lets you connect pages with structural elements using the drag-and-drop operation. You can also jump directly to the pages in the Clipboard.

Connect to Existing Page

You can reuse existing pages by connecting them to the links in other parts of the project structure.

Containers

This is a structural placeholder/element that can contain multiple pages.

Content Element

The placeholder/element that contains static elements such as text, headlines, and images are collectively known as Content Elements.

Create and Connect Page

Create a new page and connect it to a page in the project structure.

Direct Edit

Direct Edit is an option where you can edit the content directly in the page by clicking on the RedDot and holding the CTRL Key. This can also be used on an individual placeholder/element, but is only available on certain Content Classes.

Disconnecting a page

This feature removes the page from a link but does not delete it completely from the CMS.

Drop Zone

Drop Zone is indicated by a red square for a placeholder where a user can drag and drop a file for editing content into a placeholder/element. This is only visible when a drag and drop feature is enabled on the placeholder/element.

Edit Elements via Form

Interactive feature that can be used to change all the elements in a page at the same time using a form-based approach.

Favorites

Favorites can be used to store some of the frequently used pages, content classes, and structural elements**.**

Headline

The headline is a non-unique identifier for each page. This can also be used as content in a page or can be typically found in elements such as the title or header tags, but is not always used in a Content Class.

Main Link

Pages in the CMS can be linked in multiple places, but the first link element where a page is usually linked is called its Main Link. The main link determines the order in which pages are published in the CMS system.

Online Help

Online help provides the ability to obtain online help regarding the features of the CMS.

Page Lock

Pages are locked to indicate that the current page is being edited by some other user to avoid conflicts.

Page Preview

This gives the ability to view a page as if it was published on the college web site.

Pages Saved as Draft

Pages are incomplete or current working versions of a page; they should be submitted to workflow after editing to be approved and published.

Pages Waiting for Correction

Pages that have been rejected during workflow and require further editing before they are released for publishing.

Pages Waiting for Release

Pages waiting in the workflow process for approval by the appropriate Web Page Owner.

Project

A CMS can have multiple projects at the same time. Individual projects consist of content classes, images, content, structural elements and settings that administer the project.

Publishing Job

Automated publishing of pages can be controlled through publishing jobs. This process can be done manually, or using a scheduled time structure.

Released Pages

Pages that have been released in the workflow that are ready to be published.

Smart Drop

Using this feature content can be dragged and dropped into the content element that the user is working on. This feature is enabled on individual standard field, text and headline placeholders. A square drop zone next to the element's Red Dot indicates the availability of Smart Drop for that placeholder.

Start Page

The first page that a user can view when logged into SmartEdit.

Target Container

Target containers are primary content areas where users can populate the container with data or add links to it depending on the type of placeholder.

Text Editor

Text Editor enables editing of large blocks of text content in a page.

Unlinked Pages

Pages that have not been connected to other pages in the tree structure.

Appendix B: Content Classes

A brief description of the various Content Classes that can be used in 3-Column Template and 2-Column Template for adding/editing content to a web page is provided in this section.

3-Column & 2-Column Template Content Classes

These content classes are used in both 2- and 3-column templates.

Contact Us

A Content Class for the "Contact Us" section in the left navigation for every webpage. It consists of a Headline and editable text.

H2

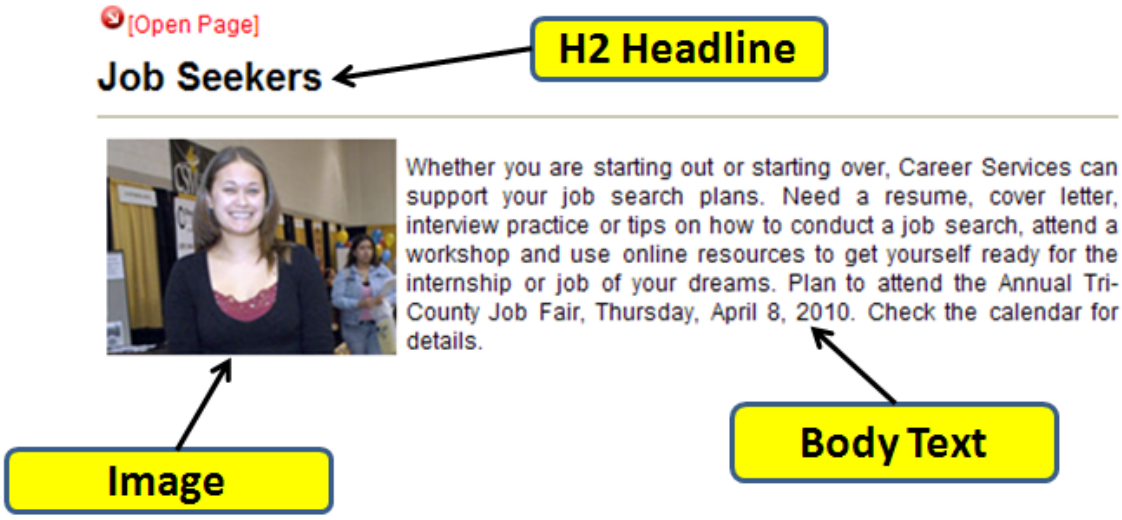
Standard H2 editable headline element. This Content Class that does not contain any body text. Added in sections where we require only a H2 headline. Enter the Heading Level 2 that will display on the page in the Edit Headline dialog box.

H3

Standard H3 editable headline element. This Content Class does not contain any body text. Enter the Heading Level 3 that will display on the page in the Edit Headline dialog box.

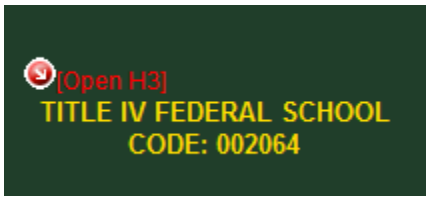
H2 Image left, Body Right

Standard H2 Headline, a left aligned image and body text that is aligned at the right of the image. All three elements present in this Content Class are editable.


[Open Page]
Job Seekers
H2 Headline
Whether you are starting out or starting over, Career Services can support your job search plans. Need a resume, cover letter, interview practice or tips on how to conduct a job search, attend a workshop and use online resources to get yourself ready for the internship or job of your dreams. Plan to attend the Annual Tri-County Job Fair, Thursday, April 8, 2010. Check the calendar for details.
Image
Body Text

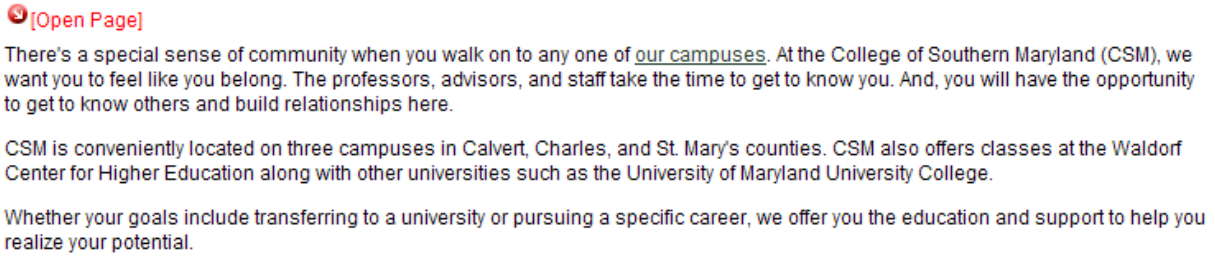
H3 Nav Centered

Standard editable H3 centered headline which can be used on the dark green background for either the left or right navigation columns. Enter the Heading Level 3 that will display on the page in the Edit Headline dialog box.



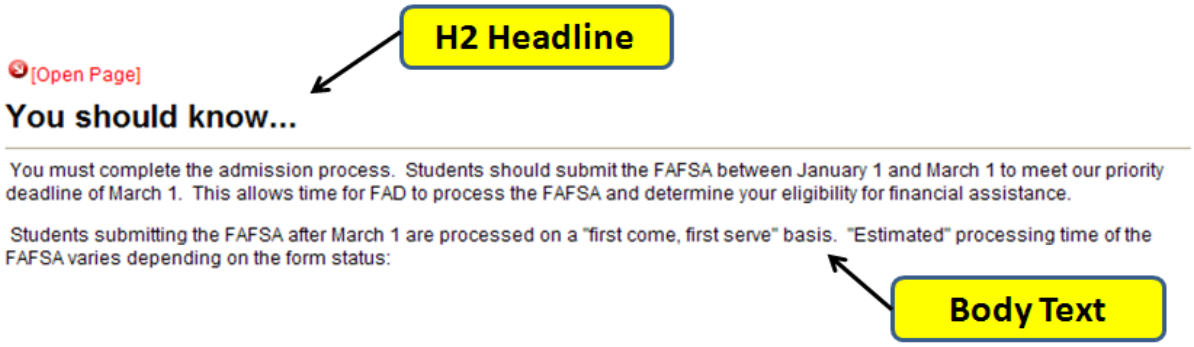
Standard Paragraph

This is the most versatile Content Class that can be used for adding content to a web page. This is just a standard text paragraph for adding text elements to a page.


[Open Page]
There's a special sense of community when you walk on to any one of our campuses. At the College of Southern Maryland (CSM), we want you to feel like you belong. The professors, advisors, and staff take the time to get to know you. And, you will have the opportunity to get to know others and build relationships here.
CSM is conveniently located on three campuses in Calvert, Charles, and St. Mary's counties. CSM also offers classes at the Waldorf Center for Higher Education along with other universities such as the University of Maryland University College.
Whether your goals include transferring to a university or pursuing a specific career, we offer you the education and support to help you realize your potential.

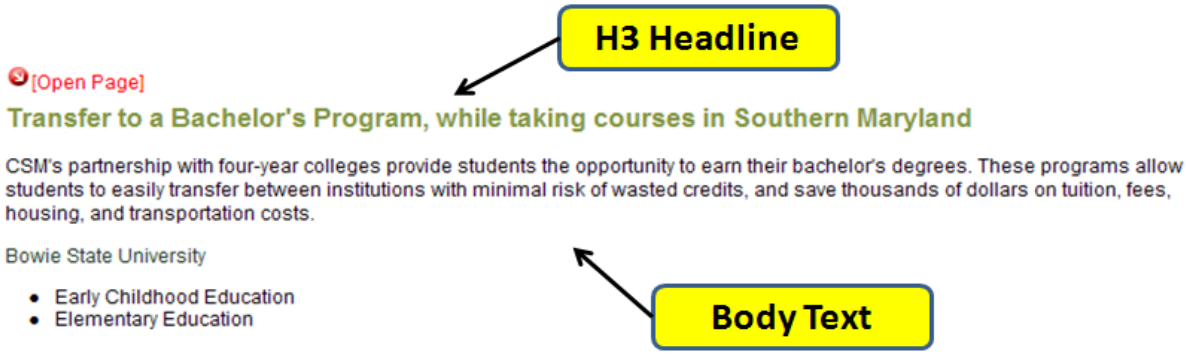
Standard H2 Paragraph

This consists of a standard H2 headline and a text body. Both the elements present in this Content Class are editable.


H2 Headline
[Open Page]
You should know...
You must complete the admission process. Students should submit the FAFSA between January 1 and March 1 to meet our priority deadline of March 1. This allows time for FAD to process the FAFSA and determine your eligibility for financial assistance.
Students submitting the FAFSA after March 1 are processed on a "first come, first serve" basis. "Estimated" processing time of the FAFSA varies depending on the form status:
Body Text

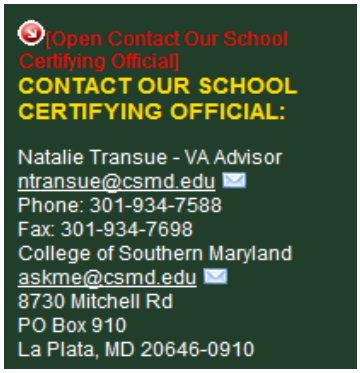
Standard H3 Paragraph

This Content Class contains a standard H3 headline and a text body. Both the elements present in this Content Class are editable.


H3 Headline
[Open Page]
Transfer to a Bachelor's Program, while taking courses in Southern Maryland
CSM's partnership with four-year colleges provide students the opportunity to earn their bachelor's degrees. These programs allow students to easily transfer between institutions with minimal risk of wasted credits, and save thousands of dollars on tuition, fees, housing, and transportation costs.
Bowie State University
Early Childhood Education
Elementary Education
Body Text

Contact Our School Certifying Official

This Content Class is similar to the Contact Us Content Class, the only difference being the title of the headline.



3-Column Template Content Classes

This section describes specific Content Classes that are only assigned to third column (Right Column) in 3-Column Template design.

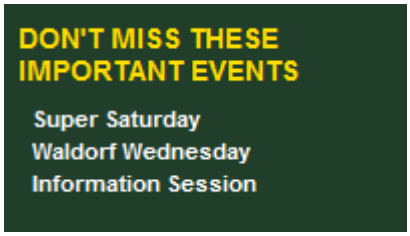
H3 Important Dates LtGreen

This Content Class has an editable H3 headline and standard body text paragraph.

IMPORTANT ADMISSIONS DATES
Summer 2010 Semesters:
Summer I: May 19- June 30
Summer II: June 14-August 16
Summer III: July 6-August 16

H3 Important Dates DK Green

This Content Class is similar to the “H3 Important Dates Lt Green” content class with two exceptions; the background in this Content Class is dark green and the standard body text paragraph is optional. (If you just need the H3 you can make use of this Content Class as the body text is optional.)



Photobox H3 Paragraph [Asset Mngr]

This is one of the new Content Classes that you can be used to insert a Photobox in the right column (third column). This Content Class has three sub elements- optional H3 headline, optional body text paragraph and a mandatory image element. This Content Class makes use of the Asset Manager to insert the Photobox images in the right column. The image has to be resized to the correct dimensions if necessary when used in this Content Class.

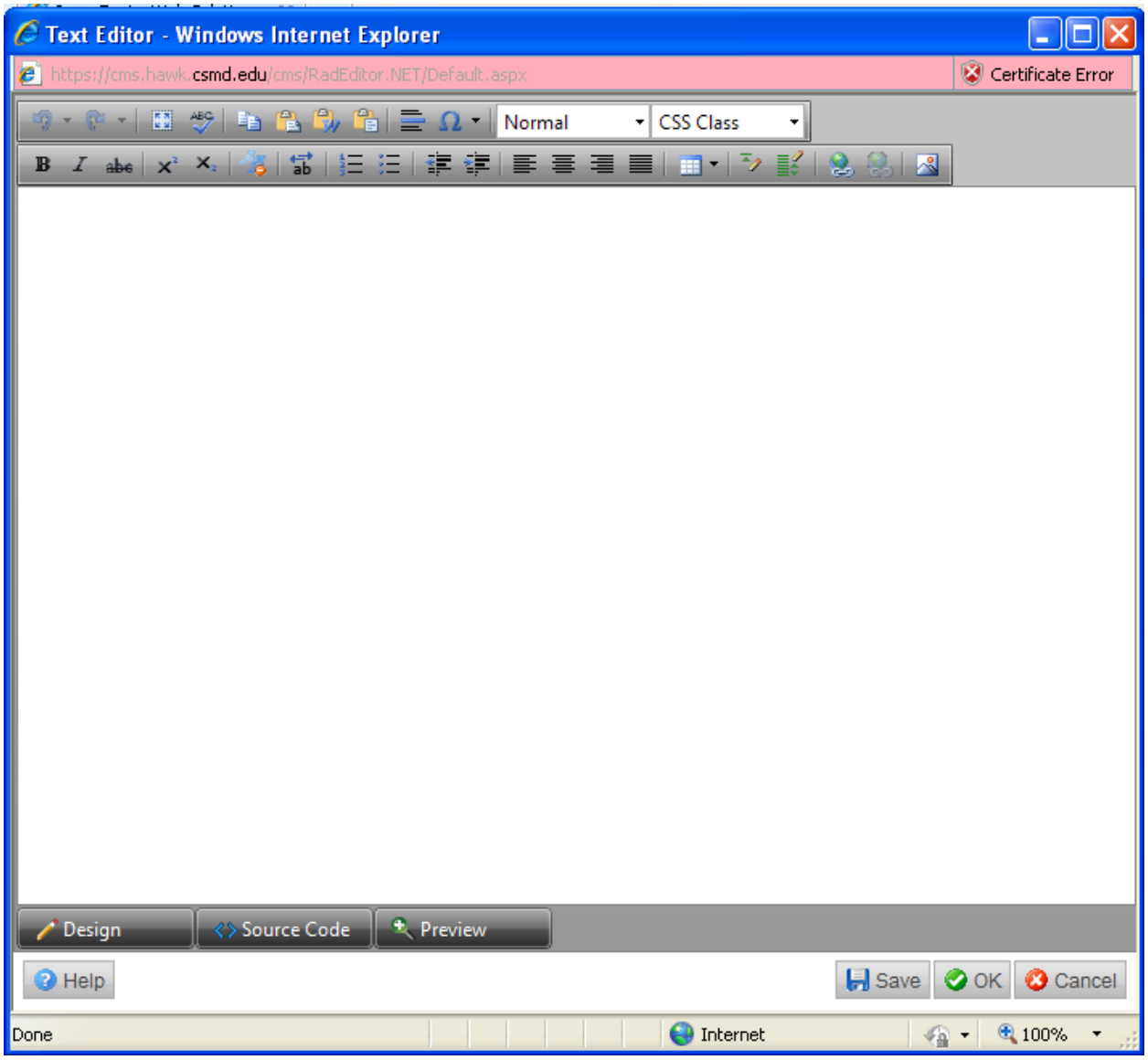
Standard Paragraph Lt Green

Standard Paragraph Lt Green Content Class is used to insert text paragraphs into the right column that has a light green background. The default background for the right column is dark green, so you can use this Content Class to insert text paragraphs that have light green background.

May 2010
3 Payment due in full for Summer 2010 Sessions
June 2010
6 Fall 2010 registration opens for new and returning students
19 Last day to withdraw without a grade from Summer II or change to audit
30 Last day to withdraw without a grade from Summer III or change to audit
August 2010
19 Payment due in full for Fall 2010

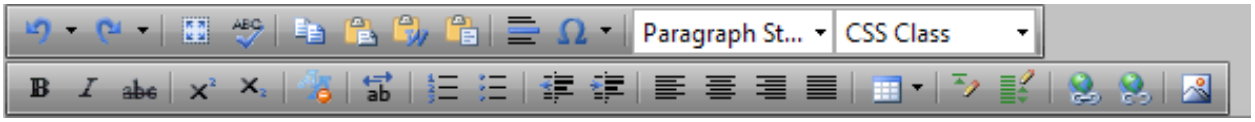
Appendix C: Using the Text Editor

The text editor is very similar to word processing software you are probably familiar with.



1. Use the Text Editor to create, edit, or insert text from the Windows clipboard.
2. Click Save to save content in the Text Editor without closing it.
3. Click OK to save your changes and close the Text Editor.
4. Click to Cancel to abandon all changes that have not been previously saved.

Text Editor Toolbar and Functions



Icon	Action	Shortcut	Icon	Action	Shortcut
	Undo last action	CTRL+Z		Clear formatting	CTRL+SPACE
	Redo last undo	CTRL+Y		Switch text direction	
	Select all	CTRL+A		Numbered list	CTRL+SHIFT+O
	Spell check			Bulleted list	CTRL+SHIFT+U
	Copy	CTRL+C		Decrease indent	CTRL+SHIFT+M
	Paste	CTRL+V		Increase indent	CTRL +M
	Paste from MSWord	CTRL+ALT+V		Left align	CTRL +E
	Paste as text	CTRL+SHIFT+V		Center	
	Insert horizontal line			Right align	CTRL +R
	Insert symbol			Justify	CTRL +J
Paragraph St...	Paragraph style	CTRL+SHIFT+N		Insert table	
CSS Class	CSS style			Insert or edit jump mark	CTRL +G
	Bold	CTRL+B		Administer jump marks	CTRL +SHIFT+G
	Italics	CTRL+I		Insert or edit link	CTRL +L
	Strikethrough			Remove link	CTRL +SHIFT+L
	Superscript	CTRL+SHIFT+K		Insert image or edit image properties	CTRL +SHIFT+I
	Subscript	CTRL+SHIFT+J			